

Blackwell Publishers

Partnerships in learning and research

René Olivieri

WILL THE LAST ONE
OUT PLEASE TURN OUT
THE LIGHTS?

WILL THE LAST ONE OUT PLEASE
MAKE SURE THE COMPUTER IS
STILL RUNNING?

THE RETURN
OF THE
READER

What we saw

- Customers are getting a raw deal
- Marginal costs fall to near zero
- Demand is 'elastic'
- The virtuous circle
- Contract law rules
- A mixed economy

What we did

Site licenses are good

Free electronic access

Encourage access

WHO NEEDS.....

AGENTS?

WHO NEEDS.....

AGGREGATORS?

WHO NEEDS.....

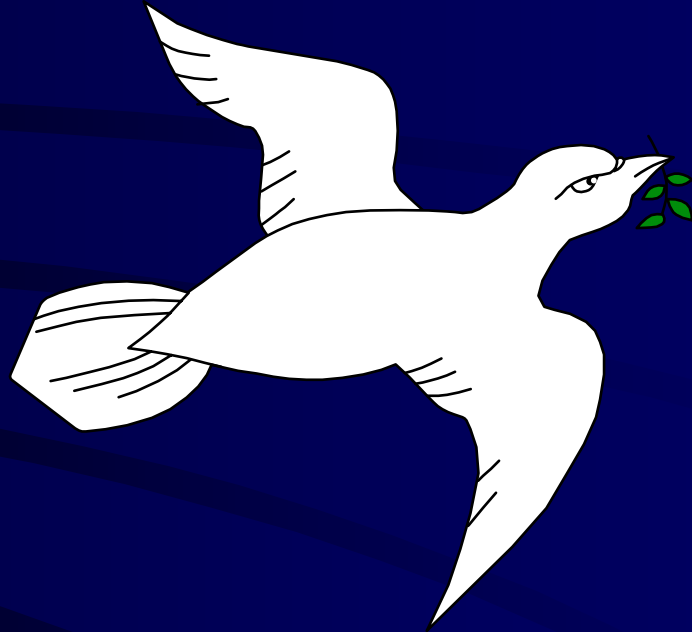
JOURNALS?

WHO NEEDS.....

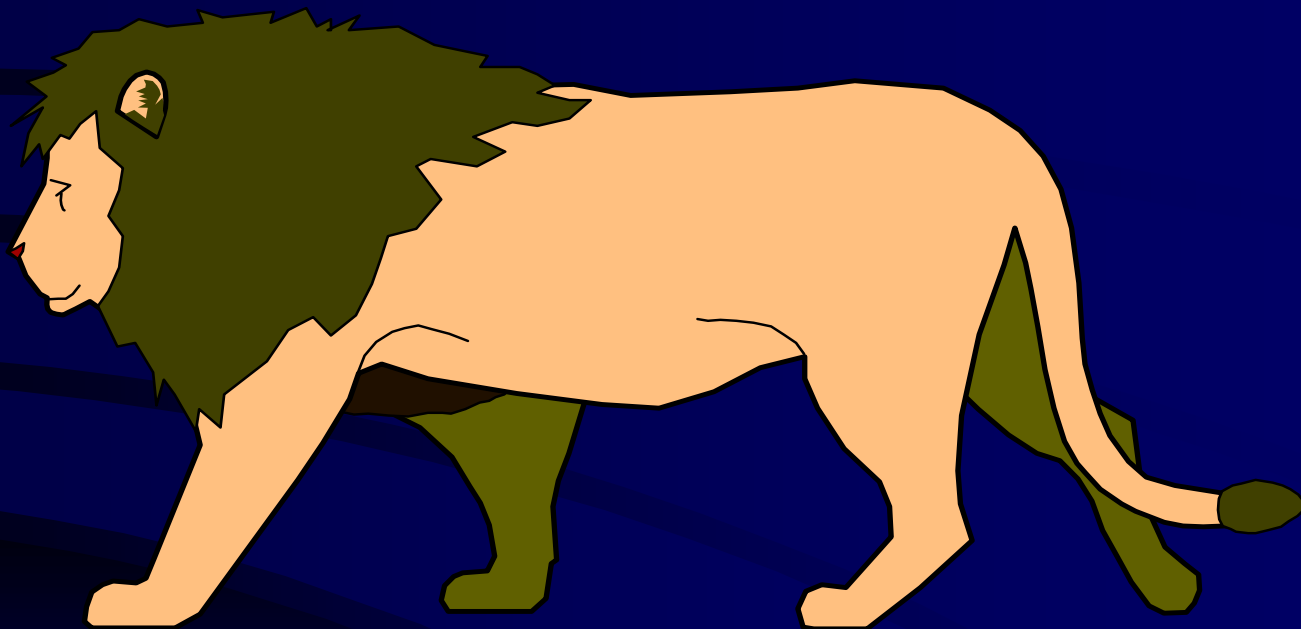
LIBRARIANS?

TAKE HIM
NEXT!

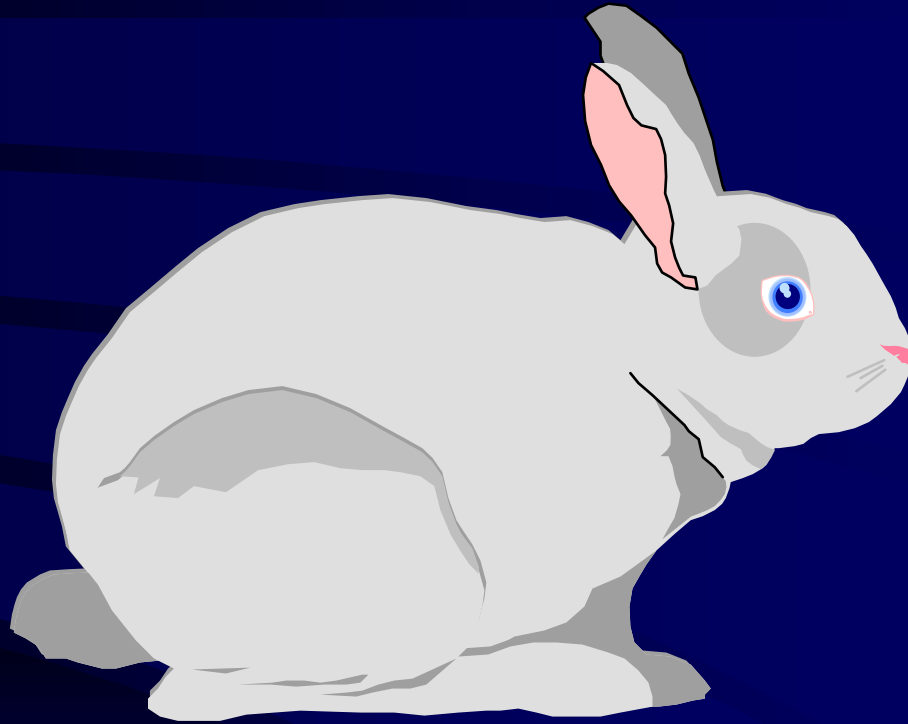
FLIGHT



FIGHT



SUBMISSION



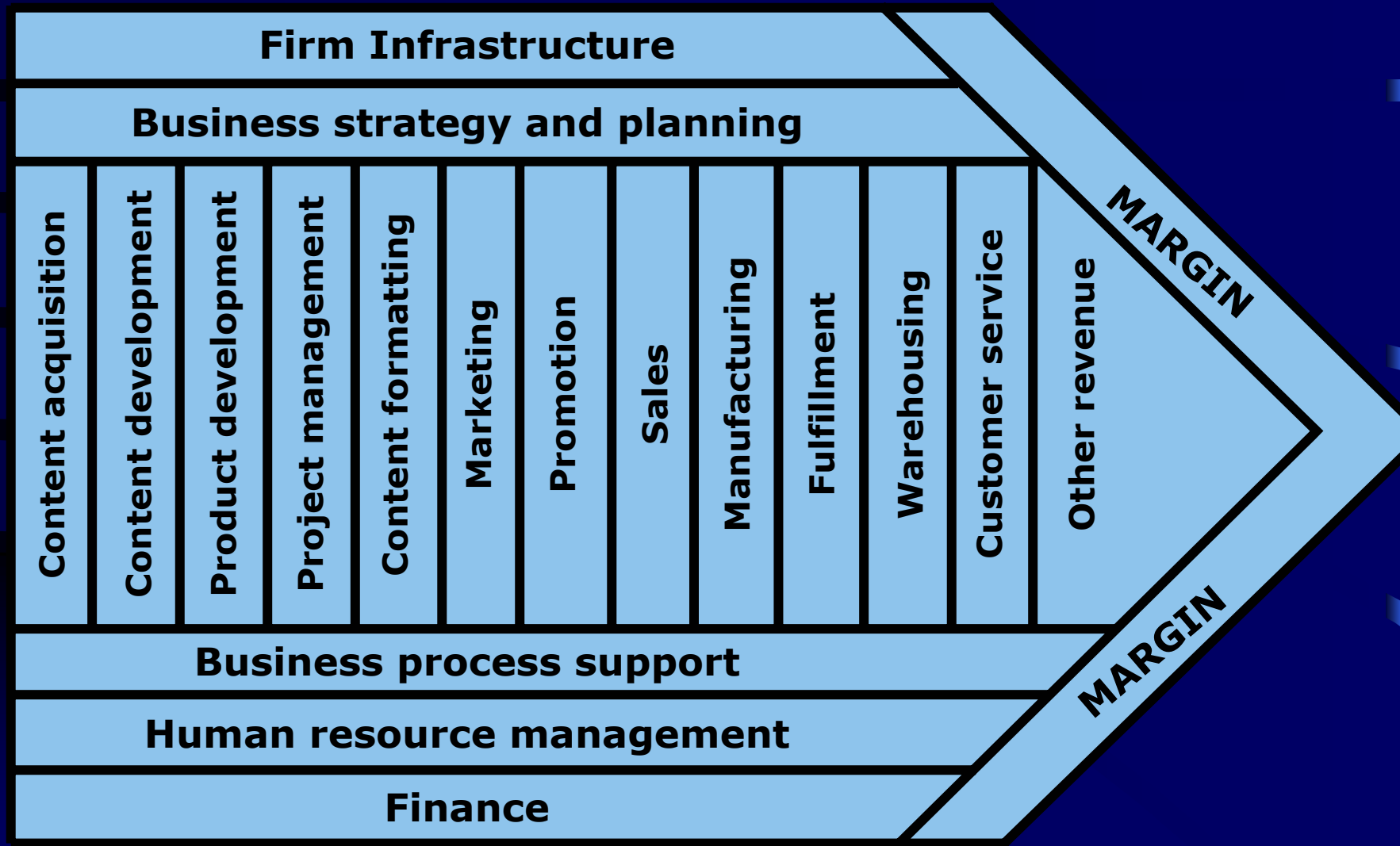
VALUE CHAIN

- What is a value chain?
- What is value?
- What is the value added between author and reader in the information value chain
- What can this model tell us about the future of publishing?

The value chain



Publishing value chain model

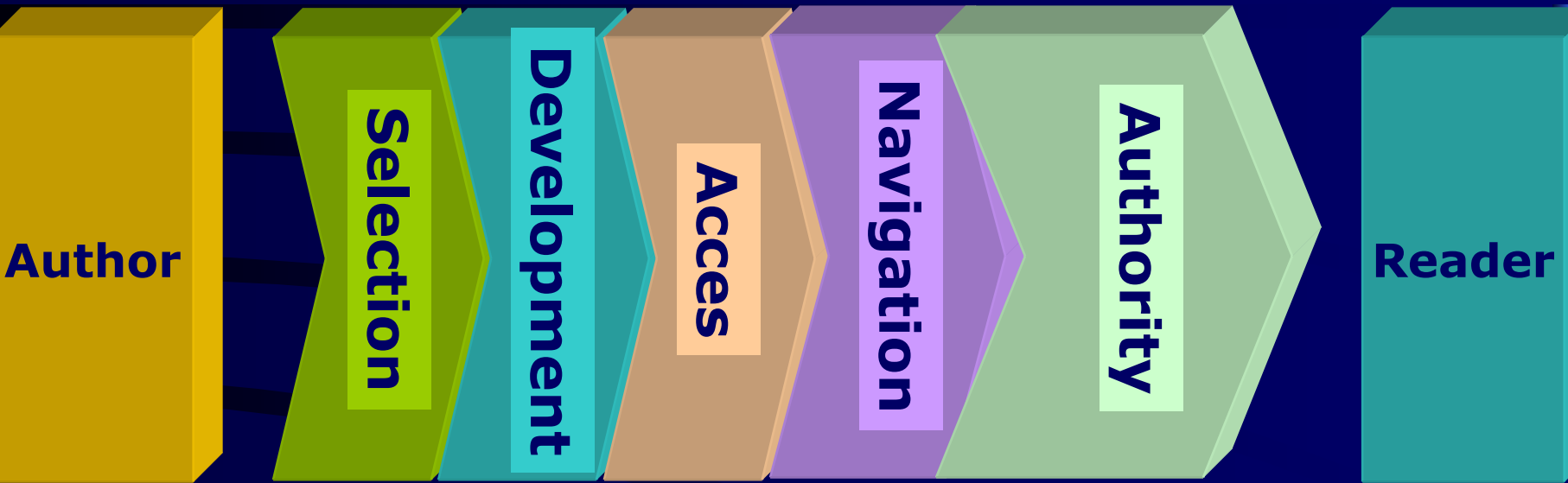


What value does the user look for?

Selection

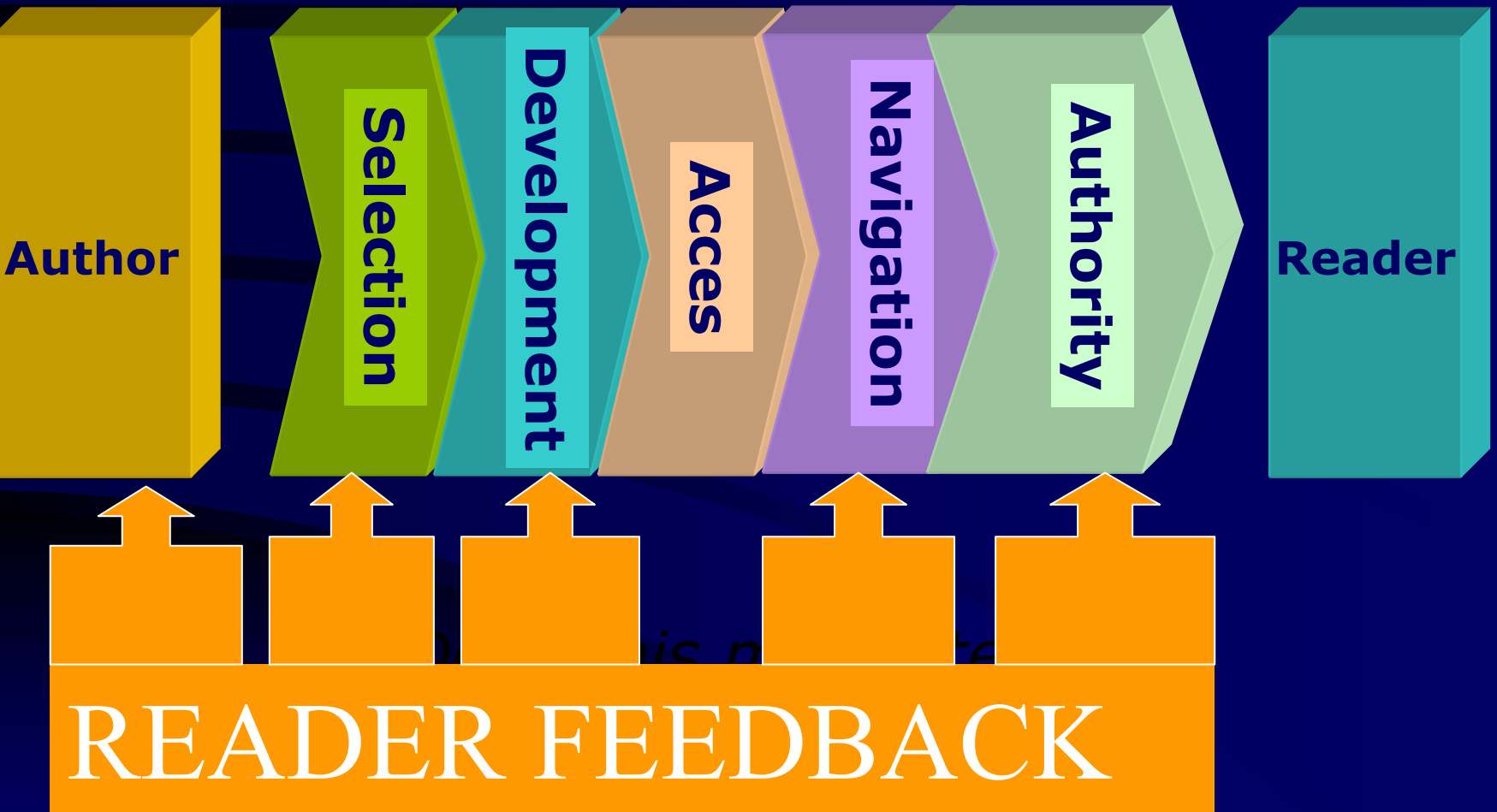
Separating that which has value from that which does not

The information value chain



Does this model tell us anything useful?

The information value chain



AUTHOR SERVICES

- speed
- peer review
- production
- branding
- maximum readership and influence
- feedback

READER SERVICES

- retrievability
- personalization
- alerting
- display options
- integration

‘Endeavor’s Voyager library management system will serve as a platform for uniting library collections with the scientific content in Elsevier Science’s primary and secondary publications and databases. It will provide seamless navigation between the system and Science Direct Web editions’ titles’

THE MICROSOFT LESSON

WORD OF WEB