June 2011

Publisher's Profile -- BEP

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>

Part of the [Library and Information Science Commons](#)

Recommended Citation

(2011) "Publisher's Profile -- BEP," *Against the Grain*: Vol. 23: Iss. 3, Article 26.

DOI: <https://doi.org/10.7771/2380-176X.5904>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.

Contact details:**Business Expert Press**

222 East 46th Street
New York, NY 10017

Sales/Library Relations Phone: Adam Chesler, (571) 243-7537

Sales/Library Relations Email: <adam.chesler@businessexpertpress.com>

Website: <http://www.businessexpertpress.com/>

Facebook: <http://www.facebook.com/pages/Business-Expert-Press/197984630215128>

LinkedIn: <http://www.linkedin.com/company/1809831>

Twitter: <http://twitter.com/BusExpPress>

Vital Statistics

- Founded: 2008
- Number of employees: 4
- Number of books currently available: 75
- Number of books published annually: 50-60, print and digital (PDF) formats, singly or as a collection (Business Expert Press Digital Library)

History and Brief Description of Publishing Program

Business Expert Press (BEP) was started in 2007 by **David Parker**, previously Editor-in-Chief for **Global Business Publishing** with Pearson Education. **David** believed that business students at the Bachelor and MBA levels were being overlooked by other publishers and that concise, academically reliable, practical business books could be provided via libraries without complicated pricing models or leasing terms.

BEP's Digital Libraries (annual collections of 50-60 books covering topics ranging from accounting to governance to marketing to supply-chain management) are published without DRM or usage restrictions, and are purchased for a one-time fee, without any subscription or maintenance costs. Rich metadata, MARC records, and DOIs are available for every book. Other

features include automatic citations with copy/paste functions and text-to-speech capability for enhanced accessibility.

Books are available through a variety of distribution channels, such as **University Readers**, **Safari**, **XanEdu**, **Study.net**, and **Harvard Business Publishing**; and can be downloaded to the **Amazon Kindle**, **Sony Reader**, and the **Apple iPad**. Collection editors and authors are leaders in their fields from some of the top business schools in the country, such as the **University of Southern California**, **Georgetown University**, **Arizona State University**, **Georgia Institute of Technology**, the **University of Wisconsin**, **Rutgers University**, **Case Western University**, and the **University of Miami**. 🌳

Vendor Library Relations
from page 81

man can for his "National Digital Library" proposal, where the aim so far seems to be to serve as gadfly to the others.

Lots and lots of content there, and many millions of books already online thanks to **Google**, **OCA**, and **Hathi**. But, despite similar missions and overlapping content and principals well-known to one another, we have five different online contexts being presented. Four are wary, in differing degrees, of **Google** and of commercial underpinnings in general. One of those four plays ball with **Google** but one would call that game off. Two have roots in large universities, and while our major academic institutions are often beloved by alumni and their NCAA fan base, mega-universities in general would without much doubt, on any

rating scale of love and trust from the larger public, underachieve if compared to **Google**, the business whose commercial motives it's the business of these others to counter with their own more altruistic aims. Then the two "national digital library" initiatives, in their early arguments, have both mentioned "lobbying Washington" as a way to go, and one has referred to a "national information stimulus plan." When it comes to public love and trust, we all know where the federal government stands these days for many outspoken Americans, and can imagine the contours of that debate, should the idea get so far as to enter the mainstream of our political discourse. Altogether a deliciously complicated scene, as the contexts for all this content get worked out in the wake of the recent voiding by a federal court of the **Google Book Settlement**.

For those of us who play on smaller stages, in some ways it's not so very different. If your

organization sells eBooks that means you might work for a book vendor, a bookstore, an online bookseller, or for **Google**; or for a serials vendor, a database vendor, or a publisher; or for an aggregator, maybe commercial and maybe non-profit; or for a network or consortium. While your content may be similar your context won't be, and everyone is trying to find the right combination. Your competitor today might be your partner tomorrow. Or the reverse. Or it might be hard to tell one from another.

For librarians, the job is to figure out which combinations will work best. Which ones will stick and which will fall apart. Difficult questions and another of those things they didn't teach you in library school. It's been so long for me, though, how would I know? Maybe they do teach it today, and if they do, I should go back and take the course — most likely, online. 🌳