2014

Publisher Profile -- Outsell, Inc.

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Recommended Citation

(2014) "Publisher Profile -- Outsell, Inc.," *Against the Grain*: Vol. 26: Iss. 5, Article 34.

DOI: <https://doi.org/10.7771/2380-176X.6868>

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libraries and other corporate and other special libraries, and they are one “customer set” for many types of publishers and information providers. The publishers who serve them are varied, however there are many other sectors in the industry and customer sets. In many markets end users and their departments fund information services directly, and in some cases marketers and advertisers fund publishers. So it’s a very big market — over \$700 billion and the library portion and those who serve them are but one (albeit important) bit.

ATG: *You’ve said that publishing is too steeped in tradition for its own good. Has the industry made any progress in loosening the restraints of tradition? If so, can you give us some examples?*

AS: Many, many companies are doing great things. Elsevier is building analytics services and acquiring new entrants like Mendeley a couple years back. SAGE has done some interesting things in open access, and Credo is creating some innovative services. There are many companies and examples. The pace of technology is moving too quickly and publishers, for the most part, are keeping up. Sometimes markets take longer to change, for example higher ed faculty have definitive ways of doing things and sometimes the pace of change is slower than the tech titans or information service providers would like.

ATG: *Academic libraries face similar challenges. How would you rate the library community’s response to the disruptions that have shaken its traditions?*

AS: Overall fairly well. I’d like to see more libraries have strategic plans and be more proactive as “strategic marketers” to their enterprise. But there are many, many examples of leading edge activity, and we are all facing change to meet the changing demands of our markets.

ATG: *Can you give us specific examples of “leading edge” activities in the library community that have most impressed you?*

AS: Academic libraries have really led the way in demonstrating their value within the academic environment; developing services to differentiate and substantiate themselves against the world of free content on the Internet and also declining budgets. The dreaded question every academic librarian had to answer is — “Why do we need a library, when everything is on the Web?” or “Why do we spend so much on libraries when we cannot see the product or impact?” Below are ways academic libraries have moved towards a more strategic role / have begun to market themselves:

- Library as publisher (adopting strategies for content curation, distribution, and preservation)
 - Ex: print-on-demand services; local and regional Web services; supporting self-publishing in local communities and on-campus departments; open access journal management; copyright consultations

against the grain publisher profile

Outsell, Inc.

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ASSOCIATION MEMBERSHIPS: SLA, SIA, ABM, STM and many others.

VITAL INFORMATION: Research and advisory firm for media, information and technology.

KEY PRODUCTS AND SERVICES: Outsell’s Leadership Council, Outsell’s Market Intelligence Services, Outsell Services for Librarians and IM Executives.

CORE MARKETS/CLIENTELE: CEOs, COOs, MDs and Presidents, heads of strategy and marketing in information and media and content technology and Information Management Executives and Librarians in corporate, academic, public, national and federal libraries.

NUMBER OF EMPLOYEES: 45

ADDITIONAL ITEMS OF INTEREST TO ATG READERS: We are fiercely committed to delivering “wow” and have a 100% satisfaction guarantee that supports everything we do. 🌱

• <http://home.highwire.org/about-us> (Stanford - Highwire Press)

• <http://www.publishing.umich.edu/> (university of Michigan — MPublishing)

• www.pitt.edu/~super7/50011-51001/50411.ppt (Univ. of Pittsburgh)

- Library as place (centering the library as a community commons; supporting new technologies and forms of work/research)
- Focus on end users (creating a customer-driven library service, rather than internally focused in collections)
 - Ex: embedded librarians and information specialists
 - Ex: move to services model vs. content-focused model
- Measuring Impact (shifting from operational metrics to ROI and value/impact analysis)
- New roles and skills
 - Ex: UX/Web designers, marketing specialist, informatics, data analyst, information analysts

These are top-of-mind thoughts....

ATG: *You’ve also talked about a “new wave of convergence”* that is creating real challenges to information companies. What do you mean by convergence? What do you see as the most acute issues stemming from this convergence? What challenges does it pose for publishers and for academic libraries?*

AS: We see convergence at the intersection of software, content, commerce and community. Technology is breaking down

traditional barriers and every device we carry is a data-producing experience to be mined and managed. Institutions are looking at outcomes whether that’s more graduates, an impact from scholarly research, jobs created for students, etc. and leading edge providers, and academic libraries are serving these needs.

ATG: *We also believe that you subscribe to the idea that “sometimes we need to slow down to speed up, rest up and retool, and start fresh.” What is your favorite way to do that? Is there a particular activity that helps you recharge your batteries?*

AS: I love to take long walks with my husband Greg and six-year-old lab Nell. Swimming is very relaxing for me too. In the summer I garden, though this year I didn’t, given the severe drought in CA, but anything that calms my mind and creates some “zen” is happy time for me. I love to read too, and in the winter I’ll pick up knitting needles or crochet, though at best I’m a novice.

ATG: *Thank you, Anthea, for taking the time out of what must be a very busy schedule to talk to us.* 🌱

**In fact, CONVERGENCE NOW! is the theme of Outsell’s 2014 Signature Event scheduled Sept 28-Oct 2, in Versailles, France.*