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Publishers believe the following new markets will be most important to their business in the future in addition to existing markets: Latin America, India, China, and the MENA region (Middle East & North Africa).

Integrated Content Survey
In October and November 2011, we conducted a survey among information specialists, and also conducted in-depth interviews. The information specialists indicated that they are most likely to add journals and eBooks to their collections in the future. They expressed mixed feelings about aggregators — while the range of content available through an aggregator is appreciated, the changeability of this content is not. The survey and interviews resulted in a white paper, whose conclusions included the following:

- Librarians prefer pricing models that allow them to pick and mix.
- Any platform that would integrate content in various formats and from multiple publishers would have to be user-friendly, interactive, make excellent use of usage statistics and be accompanied by high-quality customer service.

Adding Value
When we talk about adding value, we also need to define what constitutes value in the scholarly publishing industry. In general, authors, publishers, libraries, and end-users have similar interests — they all benefit from a variety of journals and books with high-quality content at an acceptable price. As we saw earlier, current trends are the economy, price models, technology, and global business. This is where the publisher services company can add value by connecting the right buyer with the right content in the right place and at the right moment.

Bridging Gaps
In general, the publisher services company can bridge gaps by providing more complete data and helping both publishers and libraries to improve their efficiency. An example: during a renewal campaign a library reports that their subscription has already been renewed — the publisher services company is able to communicate with both sales representatives and subscription agents in order to provide the publisher with updated information. In addition, technological gaps can be bridged by providing IP and access activation services in addition to existing customer service.

Providing Industry Expertise
The knowledge and expertise of publisher services companies is built on years of contact with publishers and information specialists all over the world. This does not only make representation services effective and efficient, it has also led to industry reports and white papers. The publisher services company has become a knowledge bank for publishers and libraries alike: How are markets doing? Which products are needed? Which price models are viable? Which platforms are preferred?

Endnotes
1. ACCUCOMS invited both its customers and publishers it does not currently do business with. The results cannot be filtered on this characteristic, however, since the survey was completely anonymous.