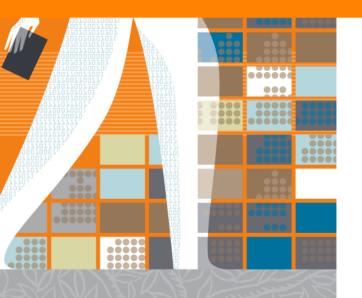








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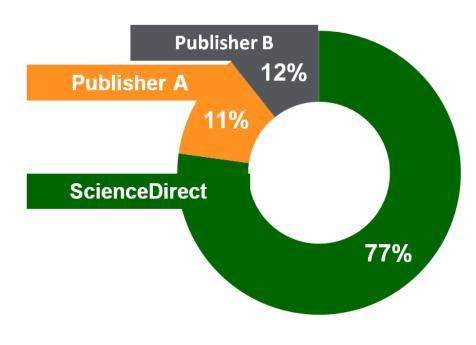
内容简介

- 作为一个有**400**多年出版历史的出版社,爱思唯尔拥有丰富的图书资源,涉及科学、技术、医学、社会科学等领域的**24**个学科。
- 其中,农业、生命科学、工程、能源、环境、化学、心理学、神经系统科学等是我们重点出版领域。这些图书由众多知名出版品牌如Academic Press、Woodhead Publishing等出版。
- 爱思唯尔电子书和期刊同时存在于ScienceDirect平台上,更加方便读者对信息进行全面的检索

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1. 更高质量的作者:以2010年和2012年出版的专著

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Mean h-index 2010*(H 指数)	13.0	9	
Mean h-index as of October 2013**(H 指数)	15.6	10.2	+1.2

3. 更多读者认可: 以2012年出版的图书为例,

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2012年专著图书	Elsevier 469 titles	出版社A 1552 titles
Amazon上评级图书 (# of titles rated on Amazon)	Elsevier 191 titles	出版社A: 126 titles
Amazon图书星级评论 (# of raters giving stars on Amazon)	Elsevier 768 raters	出版社A: 327 raters
平均权重评级 (Weighted mean rating per publisher) *	Elsevier 4.43 stars	出版社A: 4.38 stars

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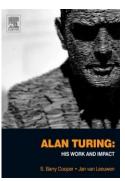
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- 4 Titles on Choice Outstanding Academic Titles List 2013
- ☐ Digital Book Awards: Finalist for Enhanced Ebook 2014
- BMA Medical Book Award 2013: A First Prize and 5 High Commendations
- Best Publication Award 2013,
 Engineering Libraries Division
- The Basil Brennan Medal 2012
- ☐ The 2012 London Book Fair International Achievement Award – Woodhead Publishing



PROSE Awards*

	Elsevier	出版社 B	出版社 A
2012	6	3	0
2013	9	7	0





* Comparison of awards won in categories in which all companies publish book content

3

可发现性

爱思唯尔继续电子图书的投入,增强图书的可发现性:

- 1) 不断优化元数据
- 2) 与内容集成商合作
- 3)与全球及本地搜索引擎商合作,如Google,百度,必应等
- 4) 与发现服务商合作,如Ebsco,Summon等

Referring gateways to ScienceDirect E-books			Referral growth 2011-2013*
Search engines: Scopus, Web of Science, PubMed	Scopus	ISI Web of KNOWLEDGE. Transforming Research	52%
Google & Google Scholar	Google	Coogle Scholar	98%
Other search engines: Yahoo, Bing; Baidu (China); Yandex (Russia); Naver (South Korea)	bing Bai	Yandex	170%
Universal Discovery Solutions: Ebsco, Summon; Primo; OCLC Worldcat	Sammon	CLIDIS Primo Central	829%
Local and discipline specific partnerships: Harvard ADS (Astrophysics, US), Inspire HEP (High Energy Physics, EU); Saudi digital library (Saudi Arabia); CNKI (China); Credo Reference (Education, US)			Too recent to measure

0.0%

2008

4

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5

2010: 5981

2011: 6444

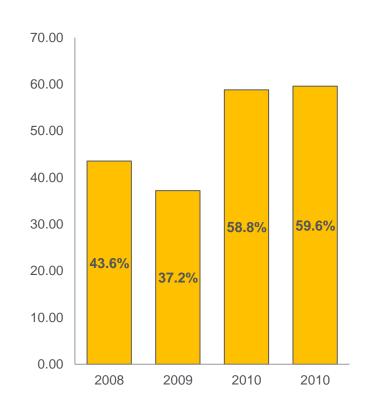
2011

一半电子书拥有四次以上使用

- •% 的电子书系列在多伦多大学得到使用*
- 使用量复合年均增长率为 43.47%
 - 多伦多大学每章成本为1.18美元
- 90.0% 79.9% 77.1% 80.0% 70.0% 57.7% 60.0% 51.5% 50.0% 40.0% 30.0% # of e-book 20.0% titles analyzed 2008: 4995 10.0% 2009: 5487

2010

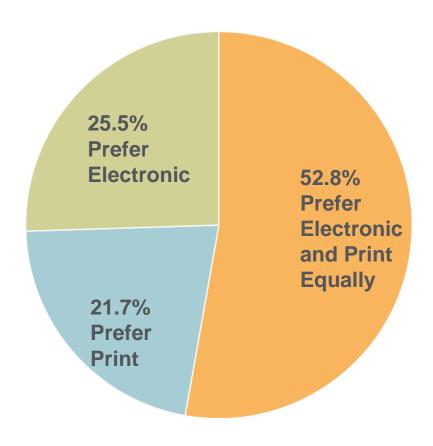
- 至2010年,60%的电子书被使用了四次以上
- 四次或更多次使用相当于借阅一次纸本书



*E-book uses from ScienceDirect.com. Excludes ScholarsPortal usage

2009

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通过调查全球**8210**个学生和研究人员 发现电子书逐渐成为一种发展趋势







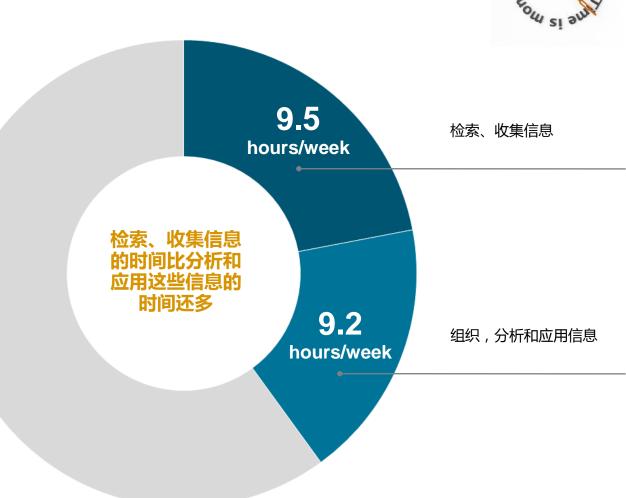
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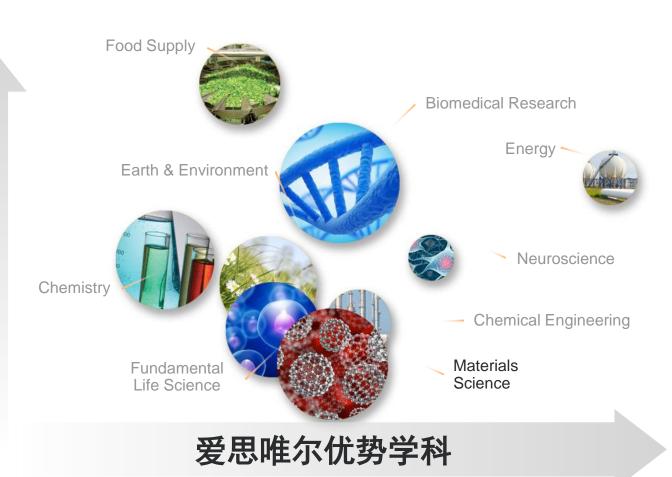
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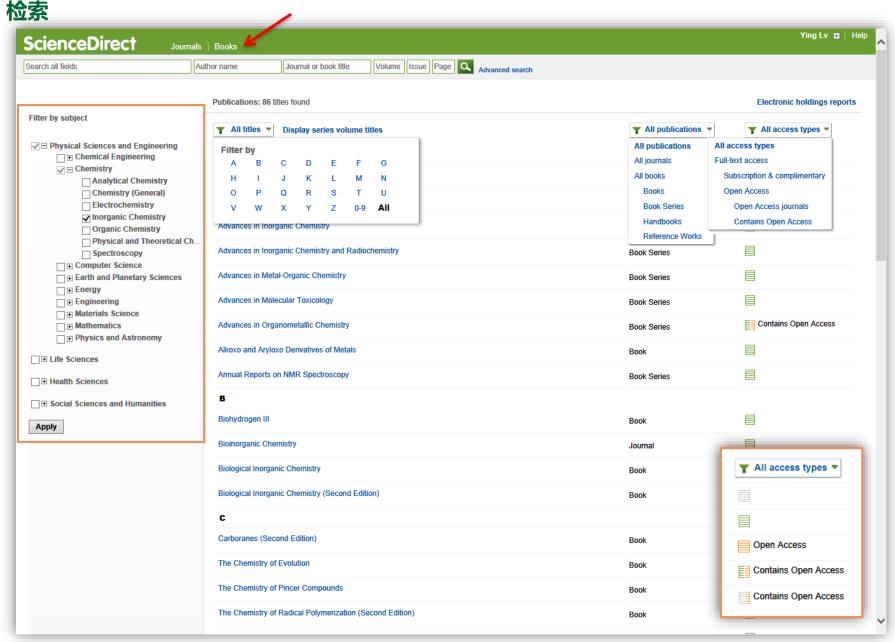
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- 丛书(Book series)
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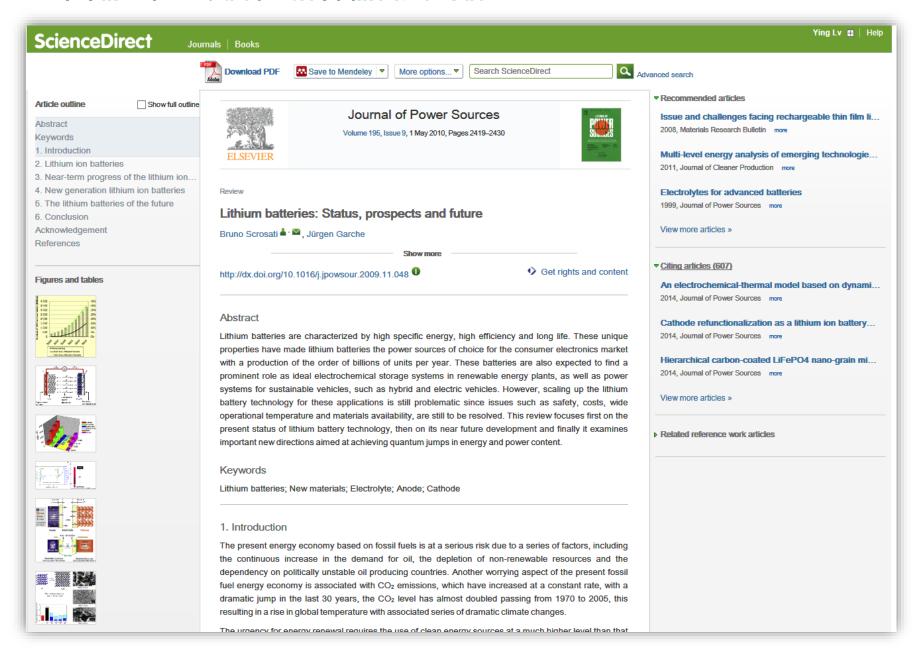
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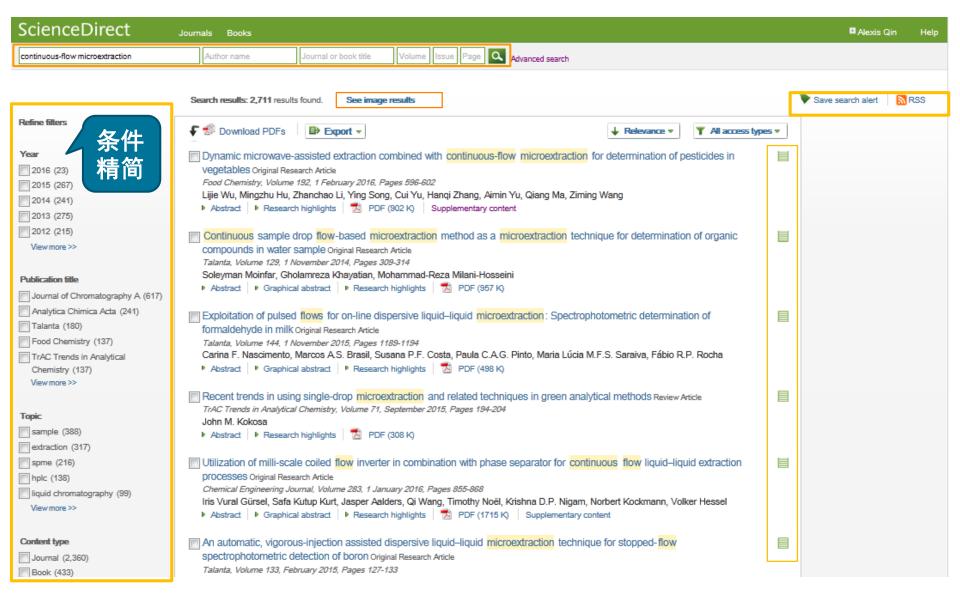
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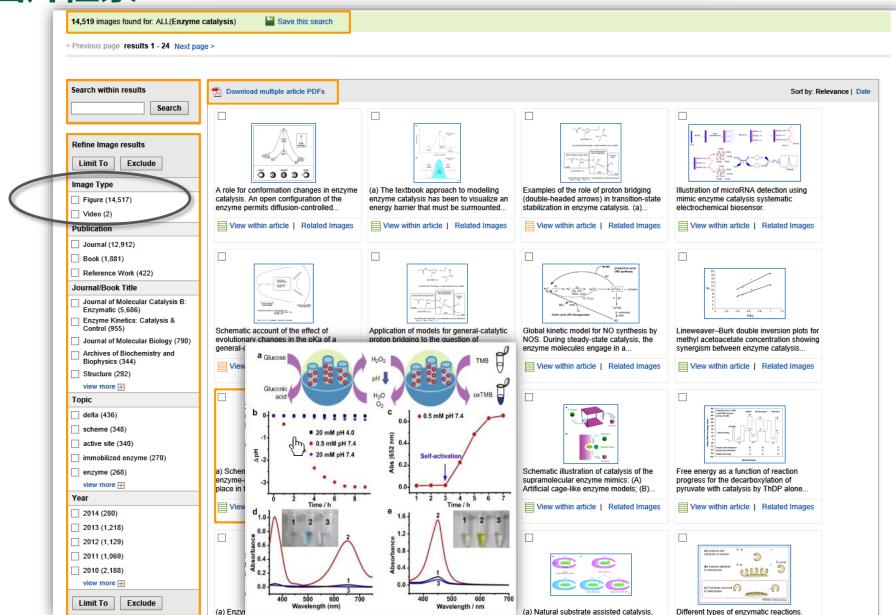
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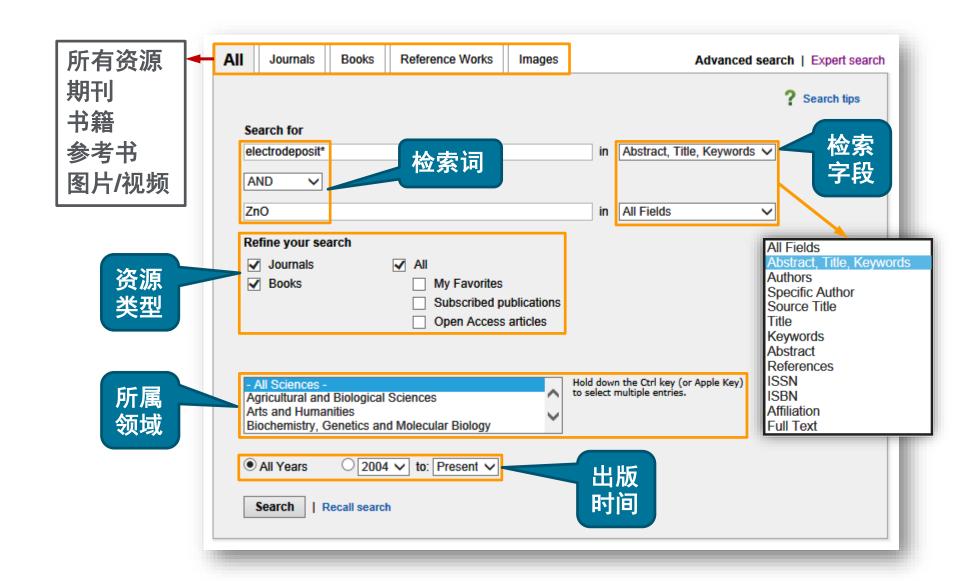
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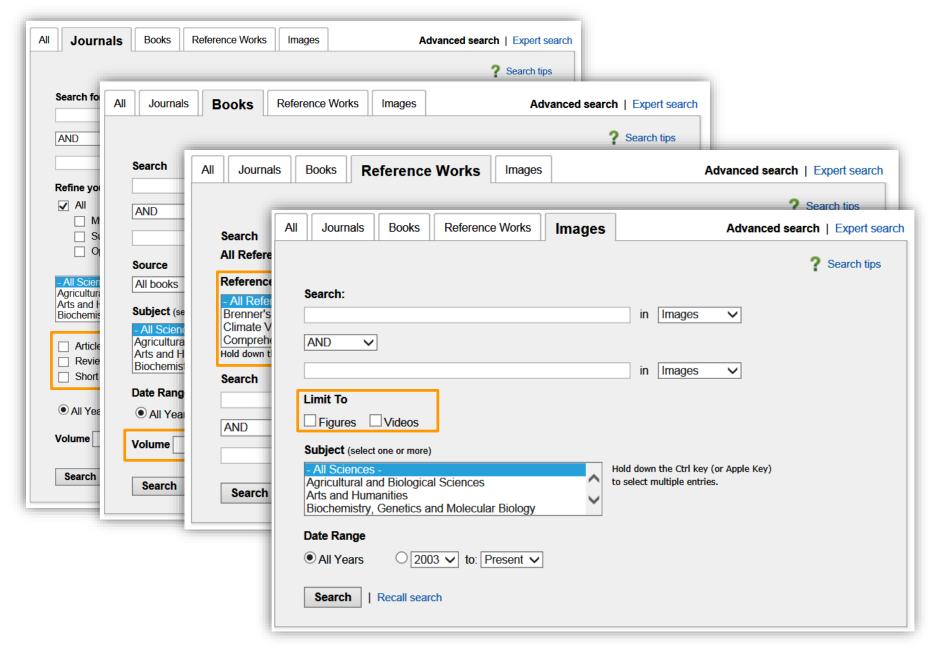
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高级检索



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通配符 ?	取代单词中的1个字母 如wom?n 可以检索到woman, women		
W/n PRE/n	两词相隔不超过n个词,词序不定 quick w/3 response 两词相隔不超过n个词,词序一定 quick pre/2 response		
""	宽松短语检索,标点符号、连字符、停用字等会被自动忽略 "heart-attack"		
{}	精确短语检索,所有符号都将被作为检索词进行严格匹配 {c++}		
()	定义检测词顺序,例: (remote OR satellite) AND education		



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大小写

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拼写方式

当英式与美式拼写方式不同时, 可使用任何一种形式检索

例: behaviour 与behavior; psychoanalyse 与psychoanalyze

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使用名词单数形式可同时检索出复数形式

例: horse - horses, woman - women