

Books on ScienceDirect



The New Digital Content Dilemma: Overwhelming Volume, Underwhelming Relevancy

These days, a world of information is at our fingertips. Simple online searches return millions of pages that claim to provide expert, timely information. But we've all had the experience of wondering if the information is trustworthy, accurate and the best to address our needs.

Even casual web searchers are left wondering how to decipher the irrelevant information that fills online search result pages, so what's a serious researcher to do in a world of overwhelming content and underwhelming relevancy?

ScienceDirect: A Maximum Impact, Trusted Research Solution That Delivers

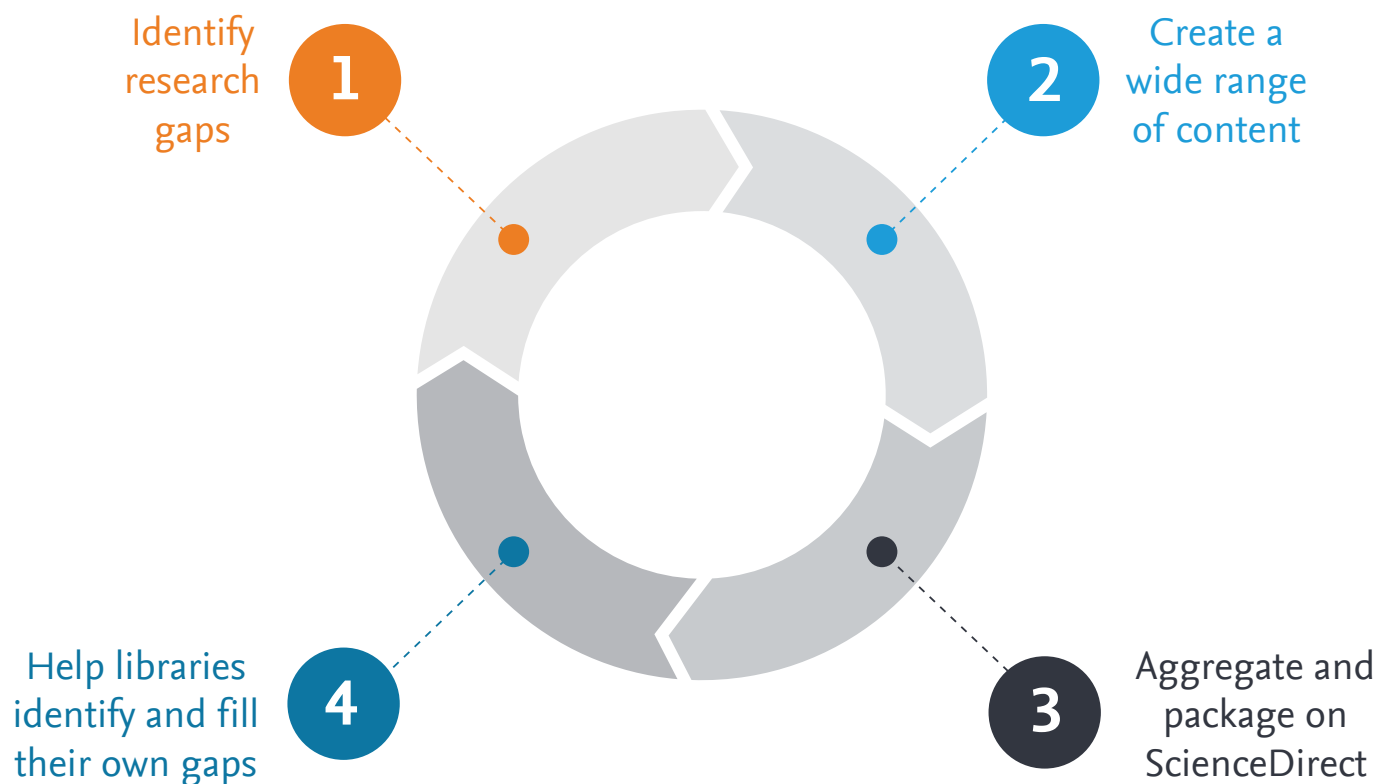
ScienceDirect, Elsevier's leading online full-text information solution, is more than just a research destination for scientists; it's a living, breathing repository that is constantly updated with the very latest research data available on a variety of subjects.

The platform provides an intuitive search algorithm that covers a broad range of topics in science, technology and health, helping users attain a greater depth of information than other research solutions provide.

ScienceDirect facilitates comprehensive research initiatives across a variety of industries, and is an ideal resource for those in academia, government, the corporate world, and all areas of scientific and technological research or work.

A Four-Pronged Approach to Creating In-Demand Content

Elsevier offers greater clarity and insights for researchers by putting their needs first. A wide range of relevant content on the ScienceDirect platform provides quick, easily accessible research in a variety of fields. We also provide insights for executives and librarians that aid in key purchasing decisions. By providing data and analysis of their institution's usage behavior on ScienceDirect to identify content gaps, a clear picture of in-demand content emerges. Using this critical information, libraries can acquire the content that best supports their patrons.



A four-pronged approach underpins the ScienceDirect book publishing strategy

1 Phase One: Identify Research Gaps

In this phase, we identify current trends and global research funding. What areas of primary research are growing fastest? What are the most influential institutions and authors? What research is most cited, highly regarded or critically acclaimed?

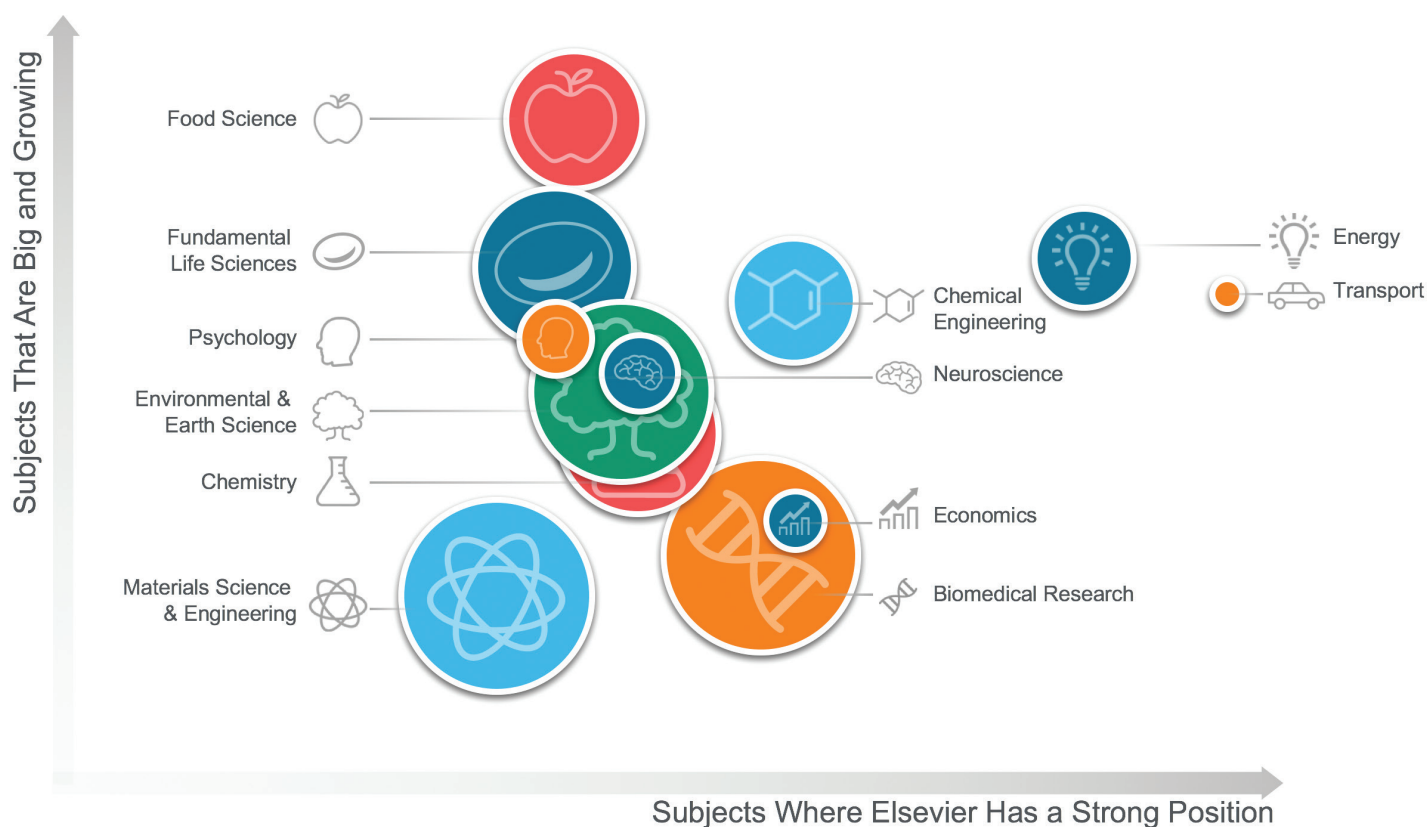
We are uniquely positioned to do this analysis, tapping Elsevier’s invaluable data sources, such as SciVal and Scopus, to help us further identify research activity, influential authors and institutions.

This high-level research provides a road map of knowledge, showing content that is most in demand now and also anticipating emerging areas to address.

“As a librarian trying to ensure maximum access to materials, having unlimited simultaneous users is a big plus. My users can feel confident that their entire lab group or class could access the book at the same time without a problem.”

Librarian, Educational Institution, via TechValidate survey of Elsevier ScienceDirect Books customers and users

Deep Vertical Strategy focusing on the largest fastest growing research areas where Elsevier is strongest

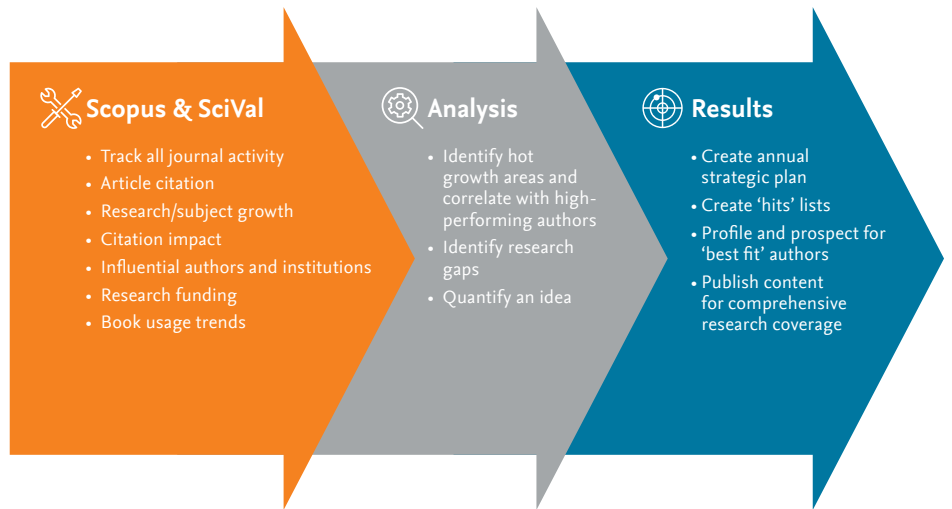


We identify subject growth areas in which primary research is growing and well-funded. Then, we invest resources in growing content in these areas. This ensures that we are developing content that users need and provides the best coverage to improve research and teaching outcomes in these areas.

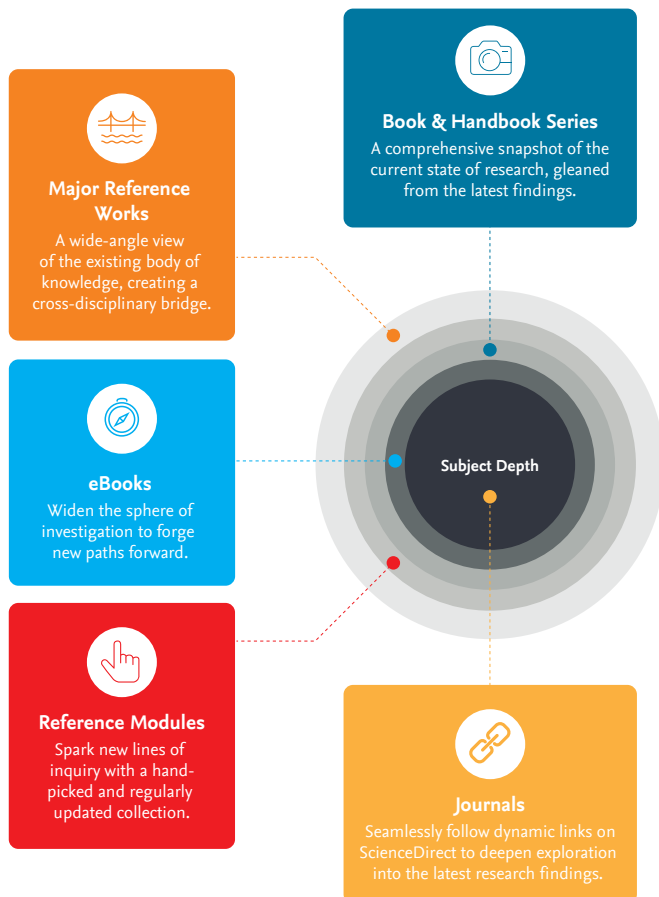
2 Phase Two: Create a Wide Range of Content

In this next phase, our editorial team reviews individual portfolios to identify gaps in coverage, providing a data-driven approach to decision-making that ensures that high-demand content from leading authors is always available to fill knowledge gaps for our users. This strategy builds a forward-thinking approach that keeps ScienceDirect on the leading edge of future research in any topic.

In addition, we commission activities, foster partnerships with leading experts and acquire related publishing companies, bringing content in growing areas to our researchers.



Knowledge gaps are identified to ensure decision-making for subject matter is driven by valid and informed sources



Subject depth is accomplished by aggregating valuable research data sourced from a vast library of leading references

3 Phase Three: Astutely Package and Aggregate Information

Elsevier creates value by packaging and aggregating these high-value resources on the ScienceDirect platform, enabling users to take their research to the next level. This depth of knowledge is accomplished by continually developing complementary content sources, each providing a solution to a different user need, including Major Reference Works, custom Reference Modules, Book and Handbook Series and eBooks.

ScienceDirect's new topic page feature provides an integrated reading experience by seamlessly linking journal articles to corresponding book content types. The free topic pages provide authoritative, relevant and quick overviews taken from fundamental book content – ideal for researchers, teachers, students and practitioners navigating new areas and research papers.



Major Reference Works

Major Reference Works provide a wealth of foundational knowledge on a specific subject. They are ideal for graduate students and are a primer for researchers, technologists and clinicians who are looking for a one-stop, authoritative reference work that covers all aspects of their field.

2017 Major Reference Works include the following valuable titles and subject areas:

- *Comprehensive Biomaterials, Second Edition*
- *Encyclopedia for Sustainable Technologies*
- *Comprehensive Medicinal Chemistry, Third Edition*
- *Comprehensive Geographic Information Systems*
- *Comprehensive Membrane Science and Engineering, Second Edition*
- *Comprehensive Supramolecular Chemistry, Second Edition*
- *Comprehensive Composite Materials, Second Edition*
- *Comprehensive Remote Sensing*
- *Encyclopedia of Cardiovascular Research and Medicine*
- *Learning and Memory: A Comprehensive Reference, Second Edition*
- *Comprehensive Toxicology, Third Edition*

SNAPSHOT: Elsevier Major Reference Works

- **51,209** chapters in **639** volumes
- **269,000** high-quality images
- Contributions from **over 43,587** acclaimed editors, authors and contributors
- **2,552** comprehensive chapters

Information provided current as of December 31, 2016.



Reference Modules

Reference Modules provide subject-focused collections of thousands of current encyclopedic and comprehensive articles from Elsevier's world-leading Major Reference Works that are combined with new and exclusively written articles within the discipline to create an online authoritative and interdisciplinary information source. Overseen by an expert Editorial Board, the content is time-stamped, continuously reviewed, updated, commissioned and built to meet the needs of today's research environment.

Each module covers all areas of a given field, creating a broad and interdisciplinary spectrum of the subject.

eBooks

eBooks help support breakthrough research and moments of discovery, keeping researchers and institutions one step ahead.

We monitor and analyze the world's research to publish content with pressing needs, and eBooks move research forward by inspiring new ideas for investigation.

Elsevier eBooks help researchers explore unfamiliar subject matter, branch into related disciplines and test novel theories – giving rise to serendipitous moments of discovery that are often key turning points in research.



Book and Handbook Series

Book and Handbook Series provide a collection of reviews on current research within a field and a comprehensive overview of a topic.

The Series volumes are regularly published – at least once per year – and are highly cited with high usage per article.

The Series articles present a lengthier examination of a subject area than is possible in a traditional journal article.

Examples include:

- *Methods in Enzymology*, which publishes 16 new volumes per year and will have integrated video methods to facilitate the research experience
- *Advances in Organometallic Chemistry*, one of the highest cited publications in chemistry
- *Advances in Experimental and Social Psychology*, a top resource in its field
- *Handbook in Economics*, a highly used resource that will have 2 new volumes in 2017

Meet researcher SUMITA MITRA

Dead ends and content gaps in research are commonplace, but they don't have to be. Just ask Sumita Mitra, a scientist for a major manufacturing company, who needed a solution for making dental fillings made of glass ionomers harden more quickly; her first stop, books.

...and Then She Saw the Light

First, she had to gain a better understanding of light-cured technology, and when a simple diagram in a book resulted in an AH HA moment, it set her on a journey of discovery that ended in a groundbreaking technology for dentistry, light-cured glass ionomers.

When she wanted to take the basis of her original technology in a new direction, she turned back to books. What she learned about nanotechnology led her to think differently, and to the eventual discovery of nanofillers for dentistry. She had now gone full-circle, using books to push her early discovery to new frontiers. 90 patents later, she credits books for helping her make these life changing technologies.

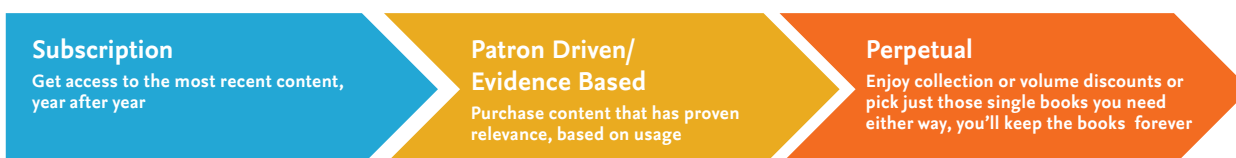


ScienceDirect eBook Collection	New for 2017	2016	2015	2014	2013
Agricultural, Biological and Food Sciences	119	108	72	58	28
Biochemistry, Genetics and Molecular Biology	52	53	53	35	38
Biomedical Science and Medicine	76	63	50	46	28
Chemical Engineering	64	60	47	35	34
Chemistry	43	35	30	19	26
Computer Science	53	77	76	78	78
Earth and Planetary Sciences	50	38	36	30	25
Energy	71	69	43	44	22
Engineering	197	178	177	163	121
Environmental Science	33	31	25	18	19
Finance	23	21	22	17	20
Forensics and Security	25	29	33	66	52
Immunology and Microbiology	23	21	19	19	14
Materials Science	125	110	85	64	21
Mathematics	26	24	14	17	18
Neuroscience	56	53	42	35	25
Pharmacology, Toxicology and Pharmaceutical Science	38	35	28	27	18
Physics and Astronomy	12	9	9	10	13
Psychology	32	29	26	23	17
Social Science	53	50	38	40	-
Specialty Medicine	67	22	16	12	18
Specialty Surgery	19	-	-	-	-
Health Professions	6	8	11	23	27
Veterinary Medicine	7	8	7	7	19

Flexible purchase models

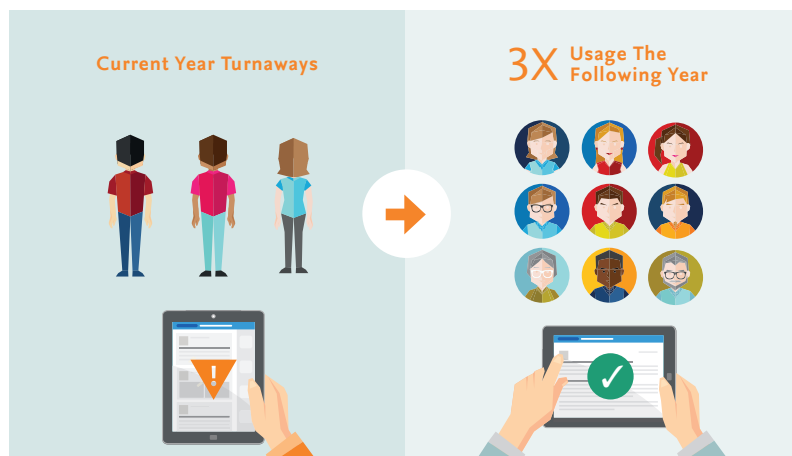
Many options are available so you can get the information and the access that best suits your needs. Your Solution Sales Manager is here to help you customize the solution to address your unique situation.

Degree of Ownership



4 Phase Four: Library Content Gap Analysis

Every library has gaps in content that need to be filled. We address these by evaluating your institution's "turnaway" rate, a measure of how well your collections are supporting the research by, and for, your users. By monitoring global trends in research and then analyzing the results alongside usage data for your library, we can help you address deficiencies, acquire strategic content that will be well used and keep your library one step ahead of users' needs.



Did you know? Based on a four-year analysis of ScienceDirect data, we see, on average, a tripling of usage in the year following a turnaway acquisition.

Co-Usage Is Key

Journals and books are both essential to research, each complementing and magnifying the benefits of the other. Using the many cross-links embedded in publications on ScienceDirect, researchers can move seamlessly between books and journals and across topics and disciplines. Whether for a broad subject overview or a narrower in-depth analysis, books and journals on ScienceDirect work together to impart knowledge, nurture insight and illuminate new paths for discovery.

New ScienceDirect enhancements facilitate and enhance this co-usage by linking terms from journal articles to quick and convenient topic pages of definitions and overviews taken from book content to introduce researchers to new subjects. These unique enhancements increase discoverability of book content and delivers and surfaces answers to users **at their point of need**.

For more information about harnessing the power of books on ScienceDirect, contact your account representative or visit elsevier.com/sciencedirect/books

Where Elsevier Links Take You

