

# Elsevier – CONRICyT

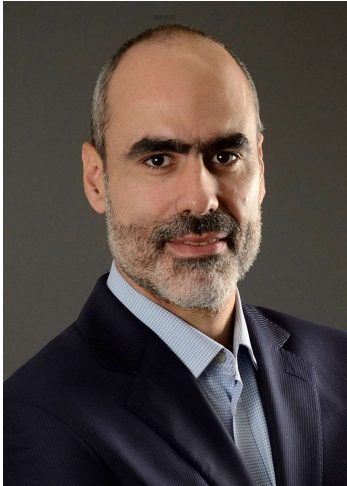
## 2018 Scientific Books Editorial Workshop (Entre Pares)



Presented by Peter Linsley

9.10.2018

# Speakers



**Andre Wolff**  
Publisher,  
Bioscience and  
Social Sciences  
MRW; Elsevier,  
Academic Press;  
Cambridge, MA



**Peter Linsley**  
Senior Acquisitions  
Editor, Genetics,  
Genomics, and  
Biochemistry;  
Elsevier, Academic  
Press; Cambridge,  
MA



**Melissa Milazzo**  
Product Manager,  
Reference Solutions  
Books; Elsevier,  
ScienceDirect; San  
Diego, CA



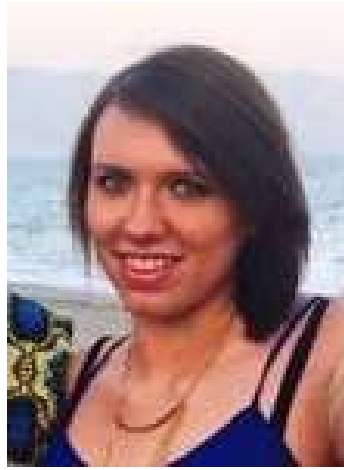
**Mariana Kühl**  
Senior Editorial Project  
Manager, Content  
Operations, Elsevier;  
Sao Paulo, Brazil



# Speakers



**Melissa Dillon,**  
Workflow/Process  
Specialist, E-  
Production; Elsevier  
(St. Louis, MO)



**Caitlin Beddows,**  
Channel Marketing  
Manager, Elsevier  
(London, UK)  
*\*speaking remotely*



# Agenda

Day 1 – Monday, September 10th	Day 2 – Tuesday, September 11th
<b>PM</b> <b>3:00 – 3.45 Welcome, agenda; Overview of STM Book/eBook Strategy</b> (Peter Linsley)  <b>3:45 – 4:30pm The Changing World of Publishing/Characteristics of the Digital Book</b> (Andre Wolff)  <b>(Networking - Break)</b>  <b>4:45 - 5:30pm Electronic Products</b> (Melissa Milazzo)  <b>5:30 – 6:15 Digital Marketing</b> (Caitlin Beddows) <b>*remote</b>  <b>6:15 – 7:00pm How we create and manage metadata</b> (Melissa Milazzo)	<b>PM</b> <b>3:00 – 3:15 Recap</b> (Andre)  <b>3:15 – 4:00pm Finding Authors; the Proposal &amp; Review Process</b> (Peter Linsley)  <b>4:00 – 4:45pm Quality of Manuscript &amp; Editorial Process</b> (Mariana Kuhl)  <b>(Networking - Break)</b>  <b>5:00 – 5:45pm Digital Book Production</b> (Melissa Dillon)  <b>5:45 – 6:30pm: Case Studies of Scientific Book Publishing / Discussion</b> (Guest Publishers; Andre/Peter/Mariana/Melissa M./ Melissa D.)  <b>6:30 – 7:00pm Testimonial from Edgar García Valencia</b>  <b>(Networking in evening, following sessions)</b>



## Elsevier Research Reference Books - Fast Facts

- Global book publishing business within Elsevier Science and Technology, other groups within Elsevier focus on Journal publishing and various Research Reference products
- Commission foundational and reference content for academic and professional researchers, clinicians, and students
- Monographs, Handbooks, Book Series, Major Reference Works, Textbooks
- ~200 team members in Cambridge, San Diego, Oxford, Camden, Amsterdam, Sao Paulo, Rio De Janeiro and Beijing
- 37K books available on ScienceDirect and many other 3<sup>rd</sup> party channels
- Audience: Researchers, Practitioners (scientists, engineers, physicians), Librarians, Students, working in academic research labs, academic hospitals, clinics, government research labs, industrial and pharmaceutical companies, and non-profit research organizations. Individual Buyers and Institutions.
- Editor/Author-base: International Experts in the their fields - Researchers, Practitioners, Faculty



# Overview of STM Book/eBook Strategy



Presented by Peter Linsley

9.10.2018

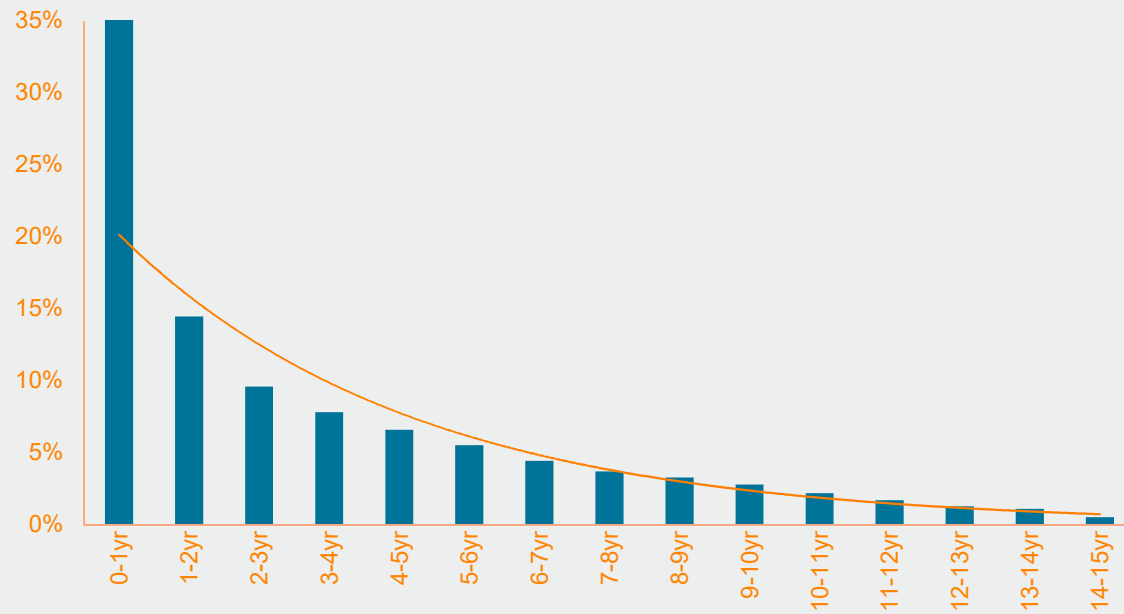
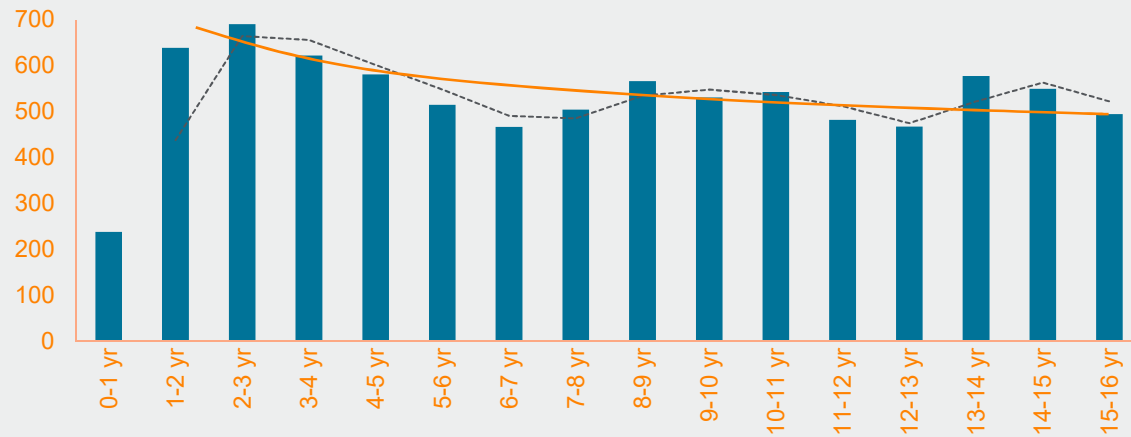
# Agenda

## Overview of STM Book/eBook Strategy

1. **Why Books? What Problems do Books Solve?**
2. **User-centric Strategy**
3. Evidence-based Commissioning
4. Partnerships & Collaborations
5. Product Innovation

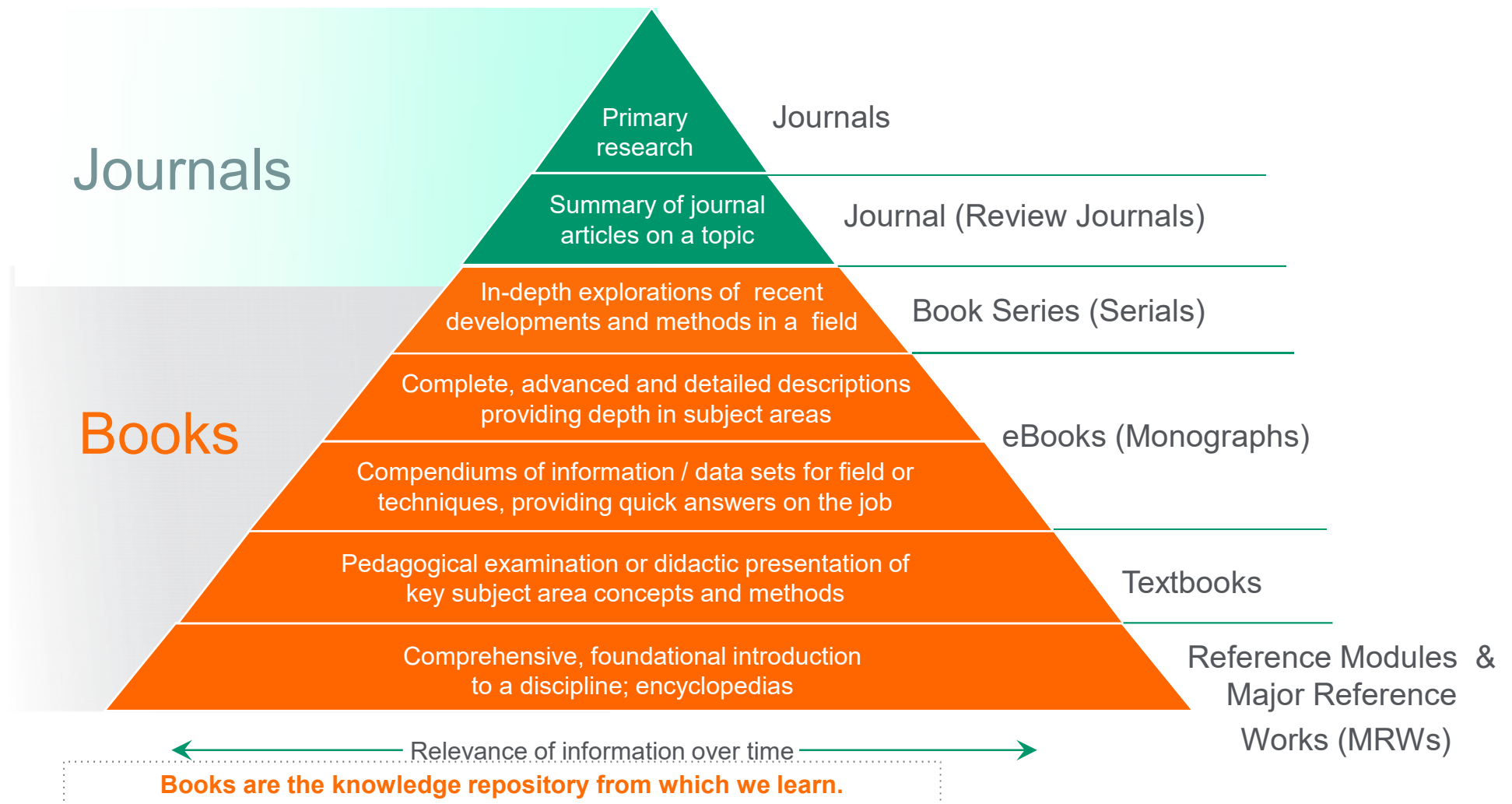


## Book content has a long life span

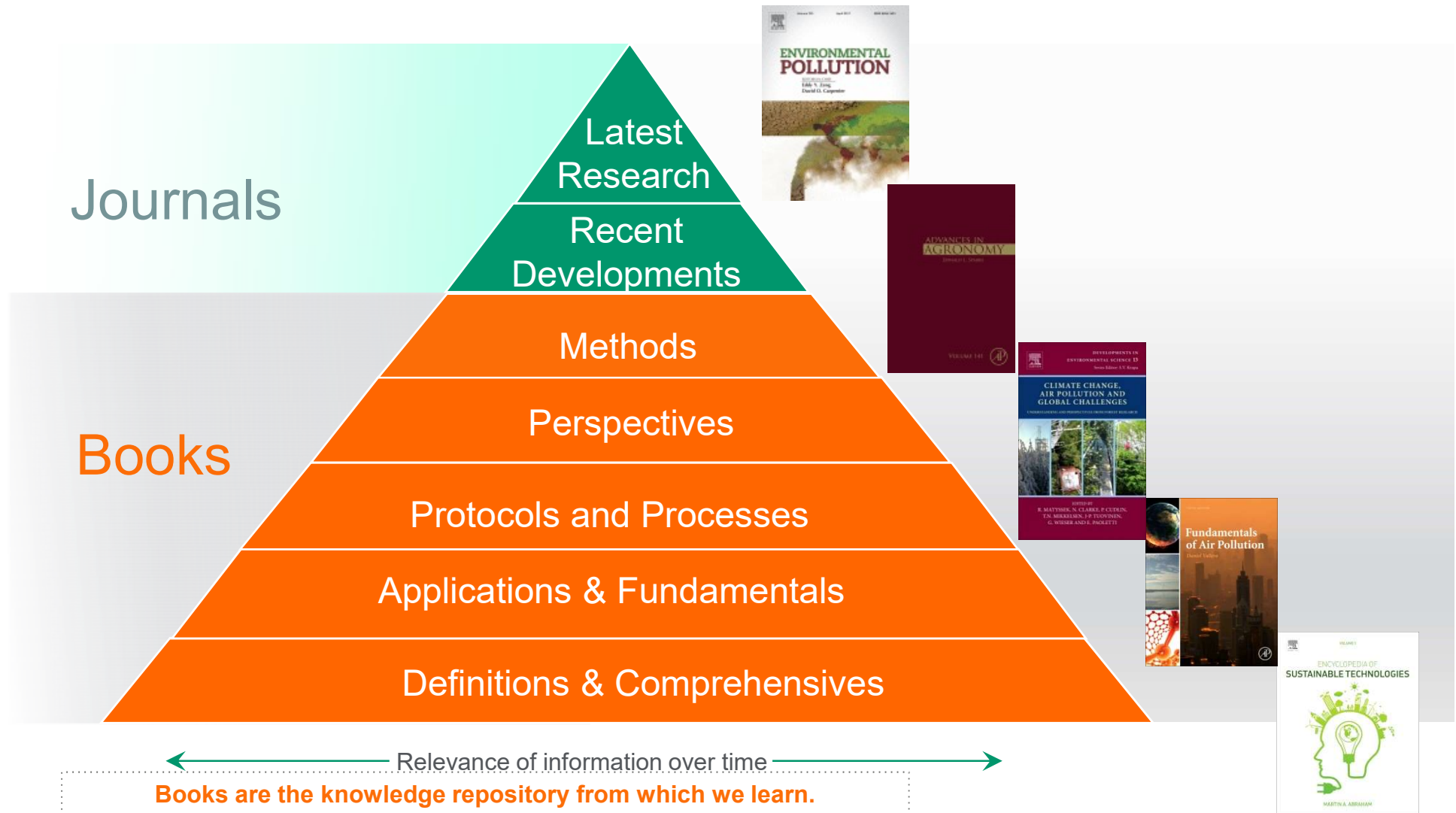




# Researchers need different content types for different steps in their workflow



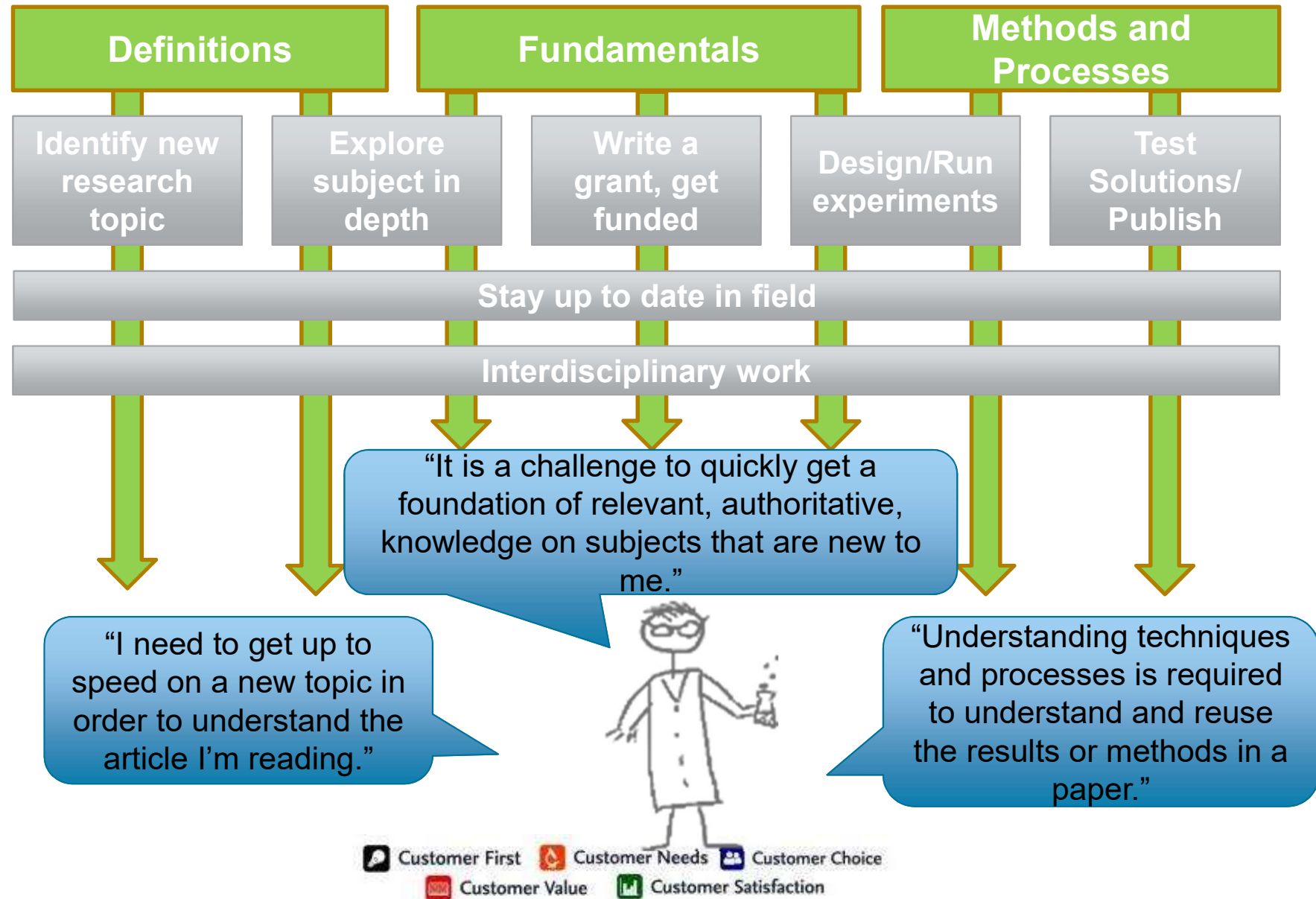
**Elsevier book and journal content is complimentary to help researchers solve their problems more efficiently**



# Book content solves problems that journal content does not address



## To make their work flow researchers need answers to questions



## Case Study: Dr. Kyuson Yun

**A Cancer Researcher with PhD in Biology from the California Institute of Technology.**

**She straddles the fields of cancer biology and developmental biology, studying stem cells, neurodegenerative and neuromuscular diseases, developmental disorders, and cancer genetics and genomics.**



**Her current project is to understand mechanisms that regulate stem cell self-renewal and transformation in brain tumors. Her ultimate goal is to discover new therapies that eradicate brain cancer stem cells (CSCs).**

**She wants to publish her research in high impact journals to raise her academic profile and that of her institution, and to help patients with brain tumors.**



# Dr. Yun's Research Challenge

"I need an authoritative, complete review of cancer stem cells, by authors I can trust, as well as organ-specific identifications and their characteristic mechanisms."



"I need to understand the links between cancer stem cell biology, brain biology, and drug design to effectively design a new therapy."

"There is too much literature to cover! We have a weekly 'journal club' discussion in which lab members report on recent scientific papers on cancer stem cells and other relevant fields. This helps me stay up-to-date, but what I really need are overview sources, distillations and summaries that will save us time."

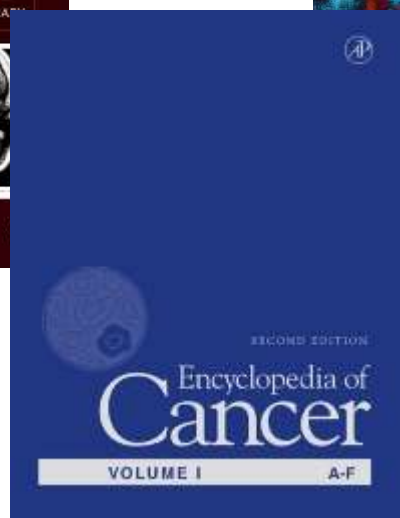
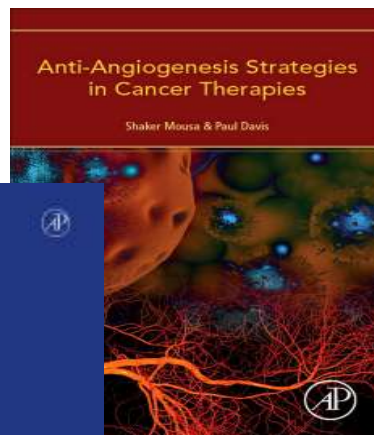
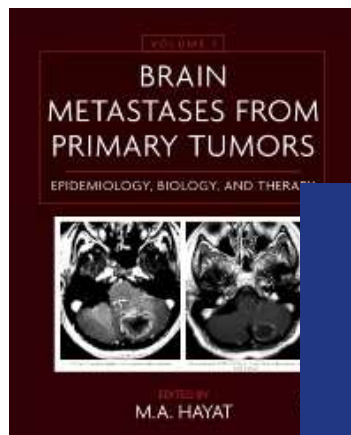
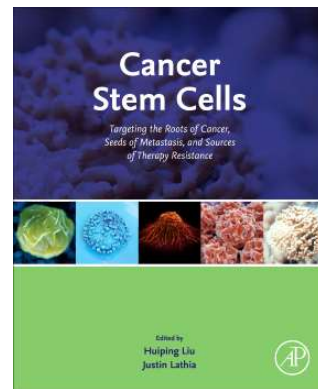
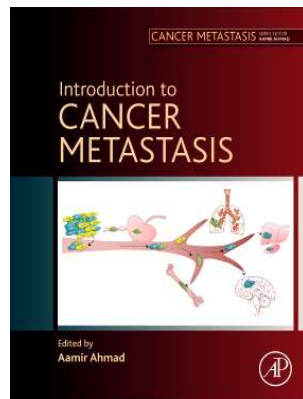
"I need to be aware of the existing FDA-approved anti-angiogenesis agents in enough detail to consider improvements and alternates, and ultimately publish results of my own experiments."

# Dr. Yun's Workflow

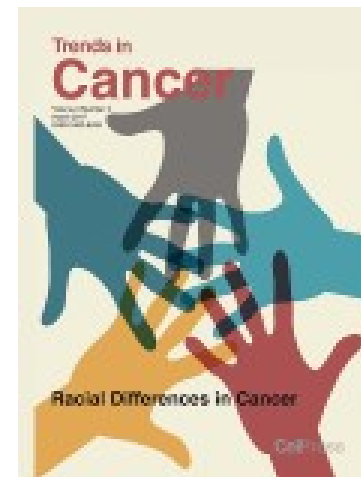


## Dr. Yun's Workflow – Research – fundamentals and latest research

### Books

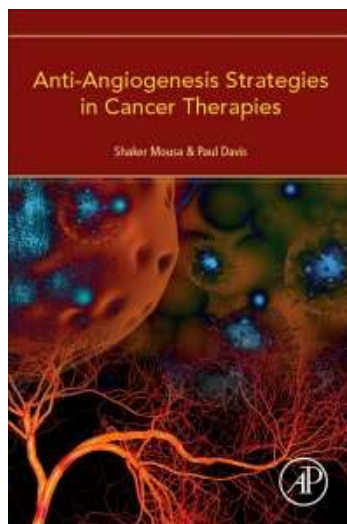
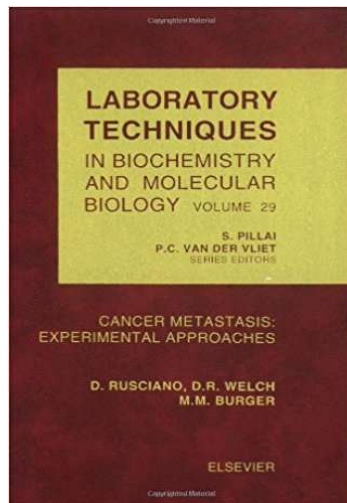


### Journals

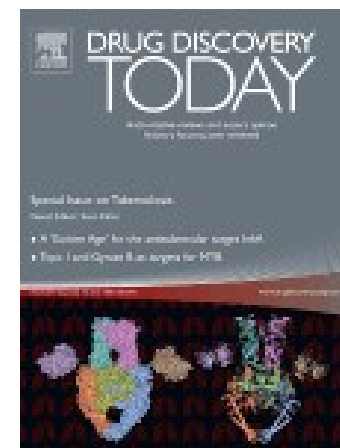


## Dr. Yun's Workflow – Design Experiment – Methods and Protocols

### Books

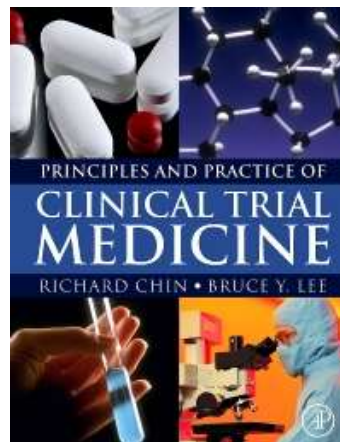
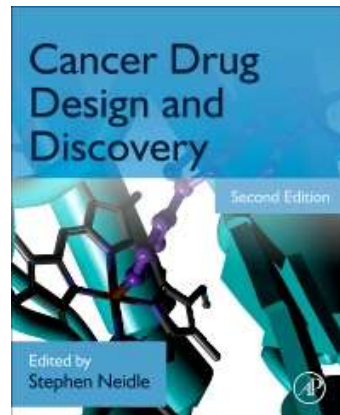
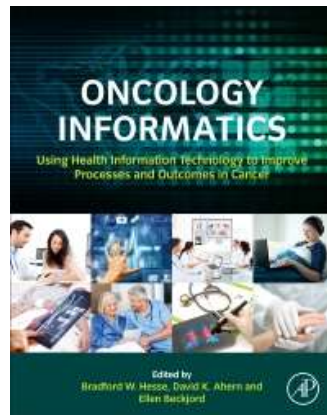


### Journals

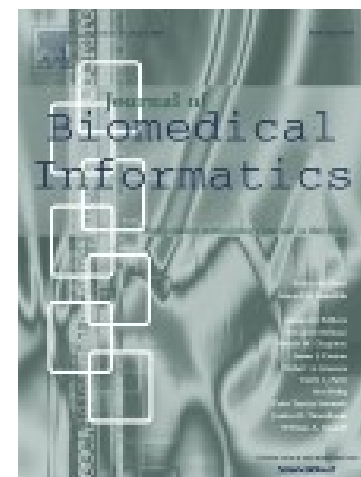
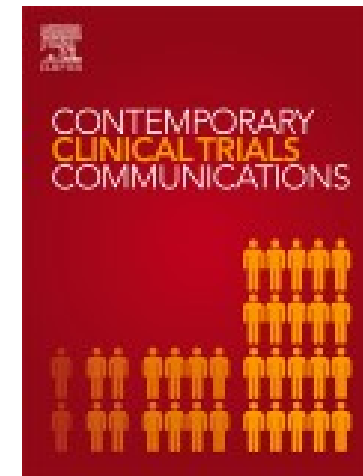
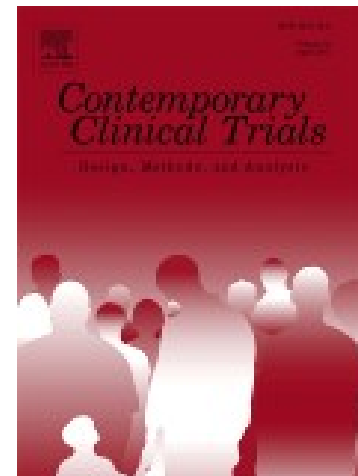


## Dr. Yun's Workflow – Analyze Results & Test Solution

### Books

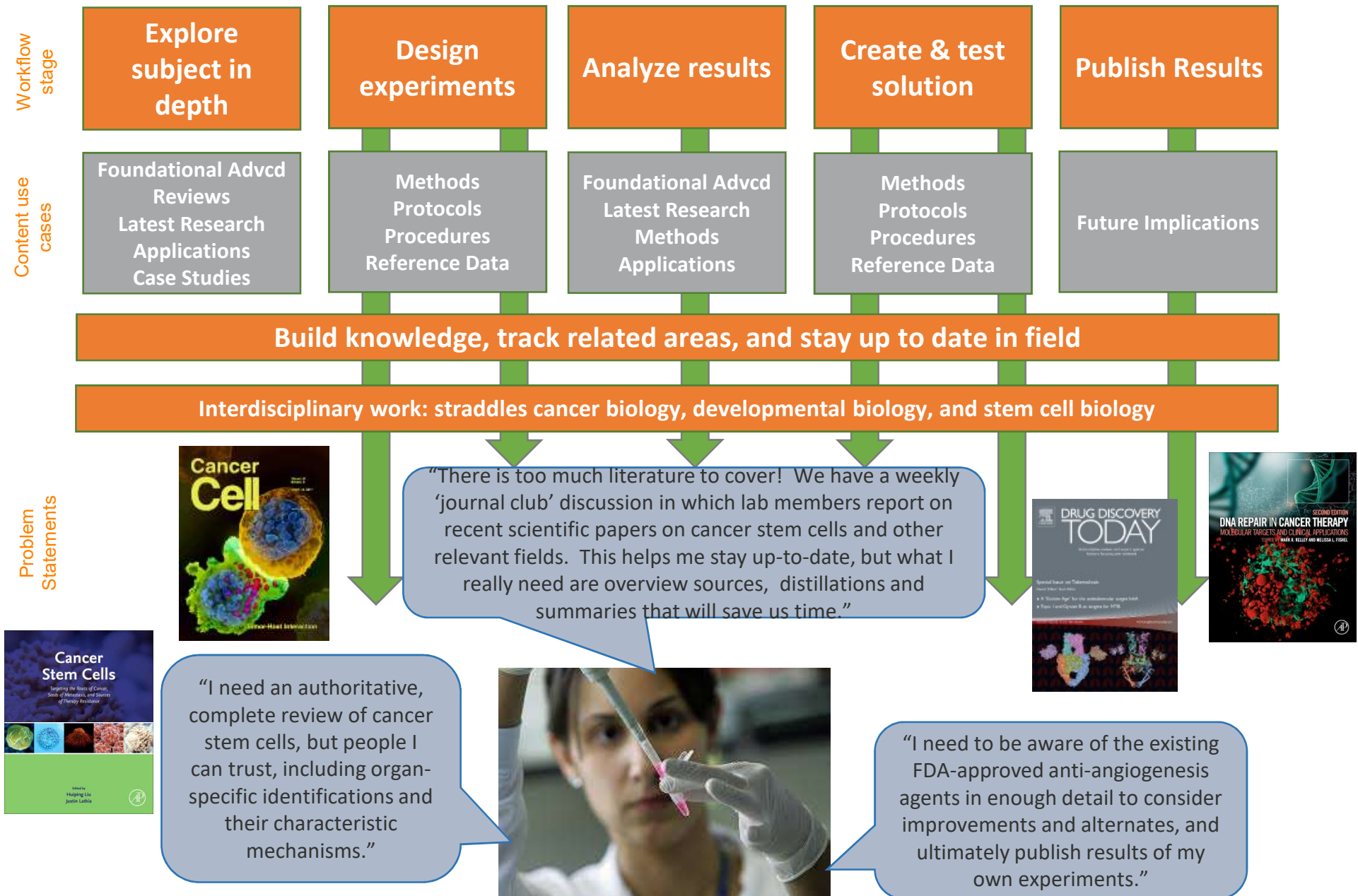


### Journals





## Dr. Yun's Workflow – she's using books AND journals at each stage



## Dr. Yun's Workflow – she's using books AND journals at each stage

## Alternative View – User Centric – a continuum of content

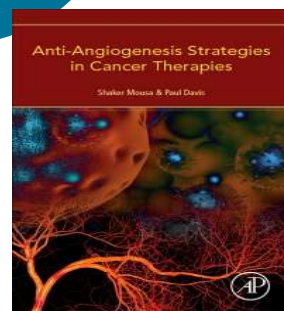


# Dr. Yun's Interdisciplinary Journey

"I need to understand the links between cancer stem cell biology, brain biology, and drug design."

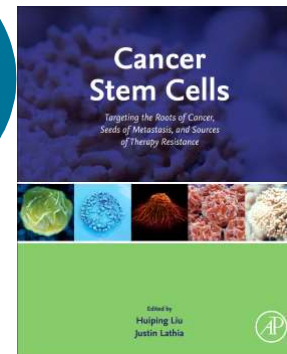
Neuro  
Journals

Brain  
Biology



Cancer Journals

Cancer  
Biology

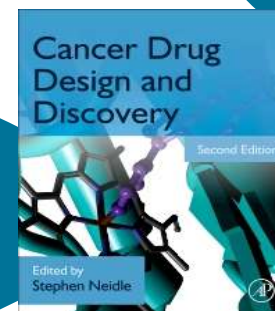


Dr. Yun's  
Research

Stem Cell  
Biology

Stem  
Cell  
Journals

Pharmacology



Drug Design/Clinical Trial Journals

# What we Learn from Dr. Yun:

- Book content played a specific role in her research workflow, solving unique problems at each stage
- Understand the use case of your audience. What problem do books solve for them at each stage?
- Make sure Authors understand the use case of their Content

## **Approaches to determine use case:**

- Survey your audience / Conduct interviews
- Ask your Authors / Ask reviewers / Ask Librians.
- Incorporate Use Case into Your Strategy Work

## Example Use Cases in STM Publishing

### Learn

Usually used in Education setting; from introduction to graduate level; primarily textbooks and ancillaries. Primary audience is typically students.

### Teach

Used in Education setting; content to support teachers. Primary audience is faculty / lecturers.

### Review & Test

Usually used in Education setting. Formative testing to facilitate instructor and student understanding of learning progress; preparation for formal exams. Primary audience is students, faculty and practitioners.

### Practice

Taking content and applying it in a professional setting; usually advanced content / application. Primary audience is typically practitioner e.g. clinical practitioner, physician, practicing engineer or psychologist.

### Research

Taking basic science and/or math and applying it in a professional or university setting; usually advanced content / application. Primary audience is typically researcher.



## Mapping Your Content to Use Case

- Create a use-case based view of your Books portfolio based on consistent criteria
- This will allow you to develop customer segmentation and optimization of go-to-market strategy
- Commission new content based on use case
- Fill gaps based on platform/product needs



# Agenda

## Overview of STM Book/eBook Strategy

1. Why Books? What Problems do Books Solve?
2. User-centric Strategy
- 3. Evidence-based Strategy**
- 4. Partnerships & Collaborations**
5. Product Innovation



## Yearly Strategic Planning Process is Evidence Driven

	# PUBS	% CHANGE PUBS (09-13)	2009 PUBLICATION COUNT	2013 PUB COUNT	CITATIONS	AUTHORS	% CHANGE Aus (09-13)	FWCI	CAGR
Biochemistry, Genetics, Molec	1,409,732	23.9%	254,958	315,978	13,675,039	2,429,226	37.40%	1.17	6%
Cancer Research	153,966	21.0%	28,086	33,972	1,710,447	413,551	34.10%	1.18	4.87%
Endocrinology	69,653	15.3%	12,806	14,761	630,864	201,957	25.50%	1.05	3.62%
Genetics	200,733	13.8%	37,644	42,833	2,122,808	563,881	29.10%	1.12	3.28%
Molecular Medicine	99,091	7.1%	18,753	20,092	1,014,804	332,010	16.70%	1.23	1.74%
Biotechnology	152,654	9.5%	30,408	33,289	1,126,296	416,685	22.60%	1.06	2.29%
Stem Cells	55,821	25.2%			556,816	96,178	47.50%	1.35	7.00%

## Identify Top 3 Signings Areas and Targeted Hit List

### Proprietary Data

*Article Growth*

*Citation Growth*

*Field Weighted Citation*

Aligned with Vertical List Architectures

Industry Reports on Trends

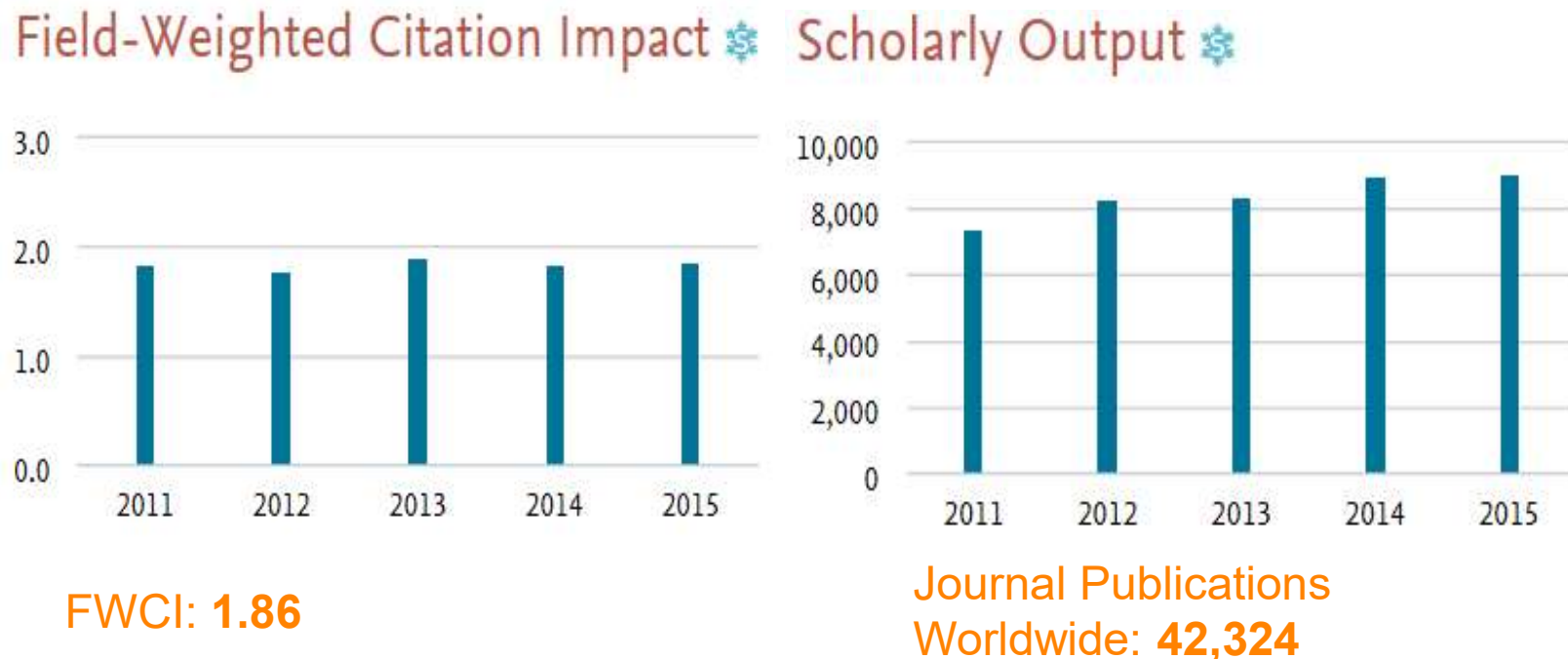
Attending Conferences and Identifying Trends

Funding Agency YOY Investment Analysis

## Portfolio Case Study: Human Genomics

We publish in subject areas showing the most high-quality research growth in Biochemistry, Genetics, and Molecular Biology, including **Human Genomics**

Scholarly Output and Field-Weighted Citation Impact data show *continued, steady growth, and high quality research output across this discipline*



This informs portfolio areas of focus, targeted publication topics, and content curation, to ensure appropriate subject areas of researcher interest are represented in Books

# Human Genomics: Term Map & Key Phrases

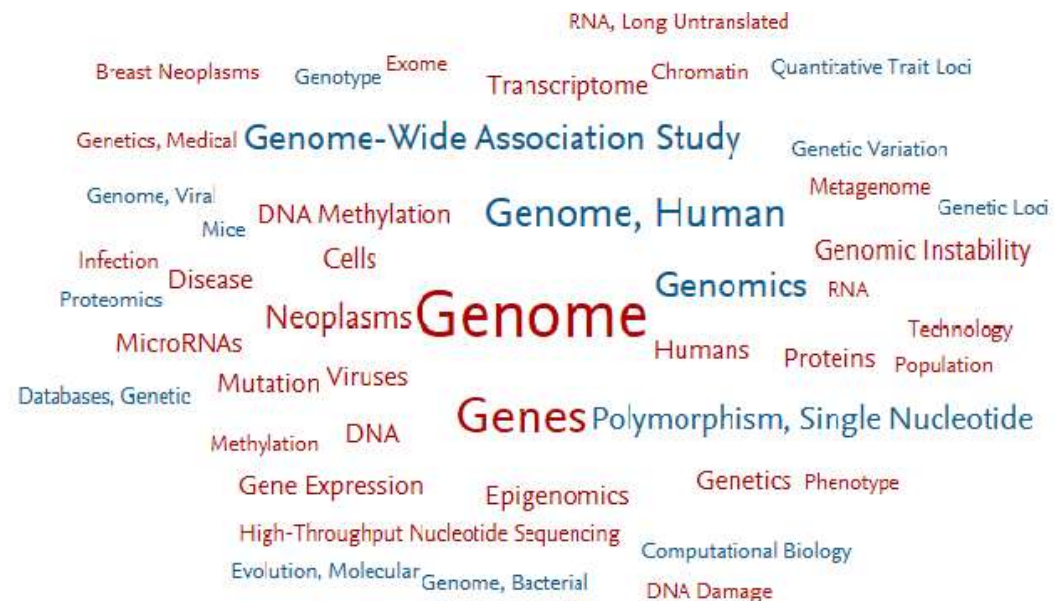
**The most regularly recurring high citation concepts in Human Genomics Worldwide include:**

1. Neoplasms
2. MicroRNAs
3. Genomic Instability
4. Epigenomics
5. DNA Methylation
6. Mutation
7. Gene Expression
8. High Through-put Nucleotide Sequencing
9. Metagenome
10. Exome

This information is integrated into book chapter areas of focus, and informs our target publications, and portfolio subfields.

**Source journals:** *American Journal of Human Genetics*, *PloS Genetics*, *Gene*, *Trends in Genetics*, *Nature Genetics*, *Frontiers in Genetics*, *BMC Genetics*

Key subtopics of interest are indicated by frequent search terms, with **red** indicating growth



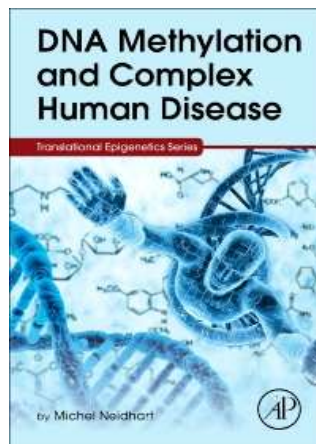
Human Genomics  
Source: SciVal, Top 50 key phrases by relevance, based on  
42,324 publications



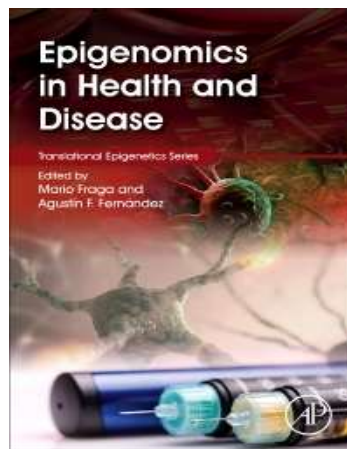
# Elsevier Partners With Top Researchers Worldwide to Generate Impactful Book Content in Human Genomics

## Key Books in Human Genomics

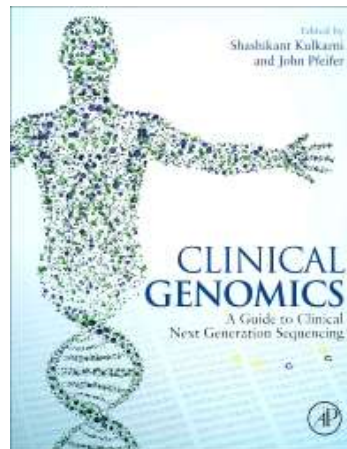
*These titles align with research areas of strong growth and citation impact, providing readers with foundational knowledge, methods, and approaches*



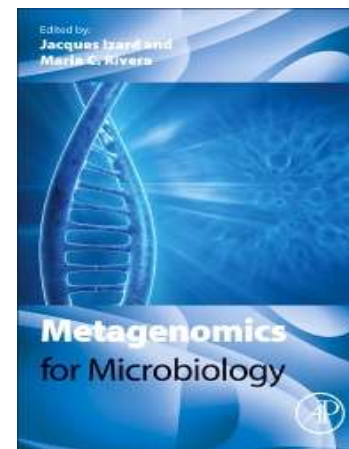
**DNA Methylation and Complex Human Disease**  
Michael Niedhart



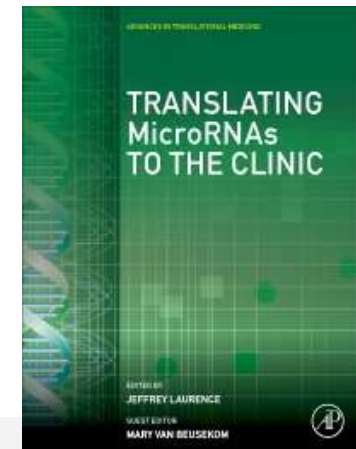
**Epigenomics in Health and Disease**  
Borém and Fritsch-Neto



**Clinical Genomics**  
Shashikant Kulkarni and John Pfeifer



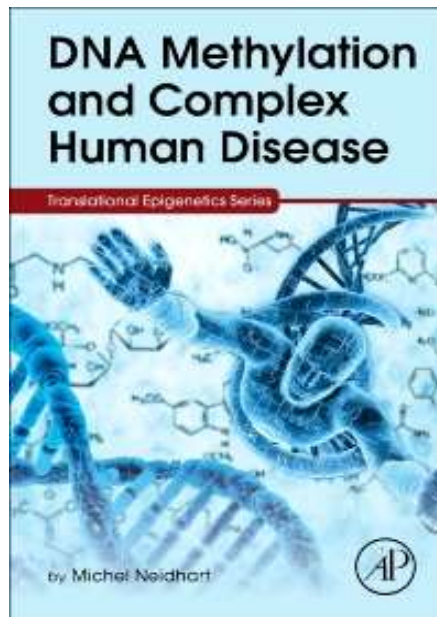
**Metagenomics for Microbiology**  
Jaques Izard, Maria Rivera



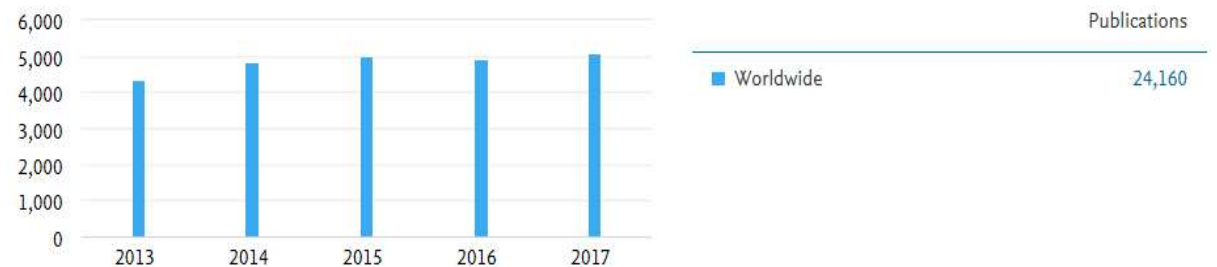
**Translating MicroRNAs to the Clinic**  
Jeffrey Laurence

## Data Supporting Individual Book Topics

**DNA Methylation:** CAGR: 2.37% , FWCI: 1.50

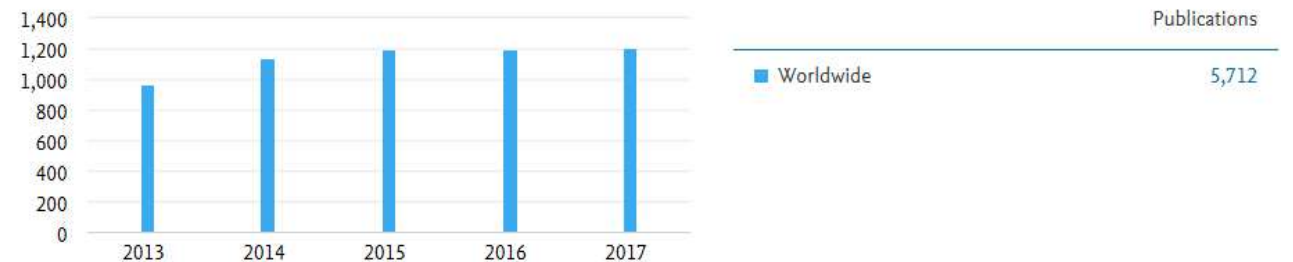


### Scholarly Output



**DNA Methylation and Disease:** CAGR: 4.61% FWCI: 1.70

### Scholarly Output



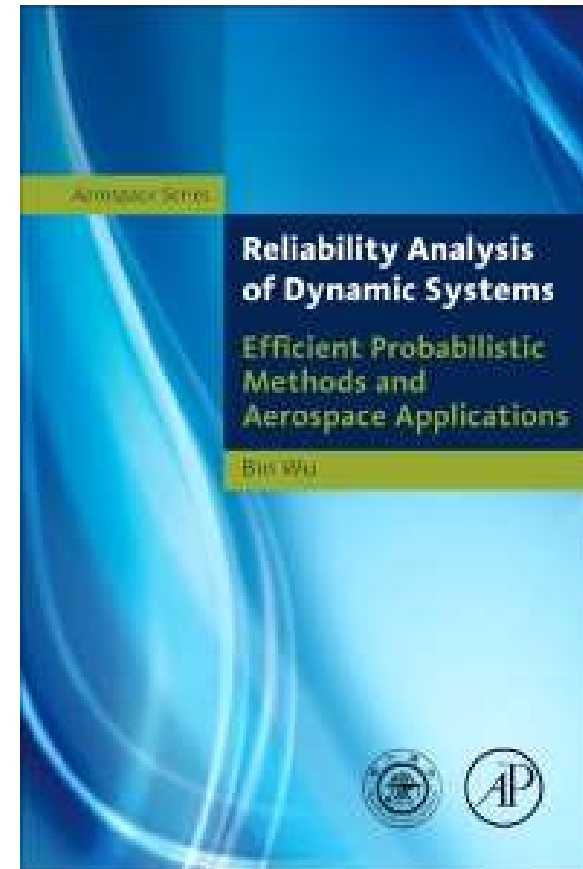
## Partnerships and Collaborations

### Benefits to Elsevier:

- Expanded subject area coverage
- Expanded global network and audience
- Sourcing of new authors/editors

### Benefits to Partners:

- Reseller/discount to organization members
- Co-publishing or branded publishing
  - ❑ Production & Editorial Support
  - ❑ International P & E distribution
  - ❑ Translation Services



# Agenda

## Overview of STM Book/eBook Strategy

1. Why Books? What Problems do Books Solve?
2. User-centric Publishing
3. Evidence-based Strategy
4. Partnerships & Collaborations
5. **Product Innovation**



# We will evolve our product offering and user experience

## Content Types

## NEW SD Database Products

## SD Vertical User Experience

### Primary Research

Journals - Research, Review articles  
(also some book series / serials)

#### Journals

Subscription + perpetual back files + freedom collection



#### Book Series (Serials) & Handbook Series

Subscription + perpetual back files. Pick and Choose or 9 Vertical packages



### Reference Content

Ebooks, textbooks, handbooks, series, atlases,

#### Elsevier Insights Library

Access or Subscription  
7 Clusters - 1 per vertical (2 combined) + 4 aligned verticals



### Foundational Content

MRWs: Encyclopaedias, Comprehensives, Treatises

#### Reference Modules

Access and Access with perpetual option  
Modules - 1 per vertical (1 combined)



All Content and Tools organized, presented and enabled by smart content in a way that is optimized to the user workflow and to solve specific problems – use case derived (access to content depends on customer entitlement)

## ScienceDirect

**Brain Research**  
Volume 805, Issue 1, 1998, Pages 29-40

**Prenatal exposure to a repeated variable stress paradigm elicits behavioral and neuroendocrinological changes in the adult offspring: potential relevance to schizophrenia**

1 Introduction  
2 Materials and methods  
3 Results  
4 Discussion  
5 Conclusion

**2.2.2 Neuroendocrine and behavioral analyses**  
The consequences of prenatal stress exposure were assessed in male offspring from prenatally stressed or control female rats. Acute stress responsivity, baseline locomotor behavior, AMPH-induced alterations in locomotor activity, prepulse inhibition (PPI) and N40 evoked potential responses were determined in separate groups of male rats.

**Term: Prepulse inhibition (PPI)**  
**Term: Locomotor Behavior**  
**Term: Locomotor Activity**

**Prenatal exposure to a repeated variable stress paradigm elicits behavioral and neuroendocrinological changes in the adult offspring: potential relevance to schizophrenia**

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**Term: Prepulse inhibition (PPI)**  
**Term: Locomotor Behavior**  
**Term: Locomotor Activity**

**Read more in Encyclopaedia of Neuroscience: Prepulse inhibition of Startle in Humans and Laboratory Animals**

**Encyclopaedia of Neuroscience**  
Prepulse inhibition of Startle in Humans and Laboratory Animals



# Topic Page Solution

**Clinical Neurology and Neurosurgery**  
Volume 109, Issue 2, February 2007, Pages 206–209

**Case report:**  
**Recurrent limbic and extralimbic encephalitis associated with thymoma**

Kenji Okita<sup>a</sup>, Noriyuki Matsukawa<sup>a</sup>, Manabu Hatton<sup>a</sup>, Kentaro Yamada<sup>a</sup>, Koji Takada<sup>a</sup>, Takemori Yamawaki<sup>a</sup>, Mari Yoshida<sup>a</sup>, Yoshio Hashizume<sup>a</sup>, Kosei Ojika<sup>a</sup>

[Show more](#)

<http://dx.doi.org/10.1016/j.clineuro.2006.09.007> [Get rights and content](#)

**Abstract**

A 33-year-old woman, with a 7-year clinical history of invasive thymoma treated at ages 26 and 30 years by thymectomy and radiation, presented with a generalized convulsion and loss of consciousness. Following the seizure there was no neurological deficit and normal tendon reflexes. Magnetic resonance imaging (MRI) of the brain without gadolinium enhancement revealed multiple small lesions of high signal intensity on T2 and diffusion weighted images located in the cortical area beyond the temporal lobes. Brain biopsy demonstrated encephalitis with activated microglia and activated T-cell infiltration. Within 4 months of treatment with nothing other than anticonvulsant therapy,

ScienceDirect Journals Books

Back to article > Encephalitis

## Encephalitis

Encephalitis is an acute inflammation of the brain, commonly caused by a viral infection. From: *Encyclopedia of Neuroscience*, 2009

**Related terms**

Enterovirus, HSV, Herpes simplex virus type 1, Viral encephalitis, Bulbar polio, Epidemic parotitis, VZV, Aseptic meningitis, Rabies virus, Herpes simplex virus 1

**Learn more about Encephalitis**

### Encephalitis

Karen L. Roos, in *Handbook of Clinical Neurology*, 2014.

**Introduction**

Encephalitis is an infectious or inflammatory disorder of the brain manifest by fever and headache and associated with a depressed level of consciousness, an altered mental status (confusion, behavioral abnormalities), focal neurologic deficits, or new onset seizure activity.

This chapter will address the viral etiologies of encephalitis. Other chapters in this volume address the bacterial, fungal, spirochetal, and parasitic etiologies of encephalitis. The California Encephalitis Project was initiated in 1998 to improve the

### Viral Infections

Karen L. Roos, in *Textbook of Clinical Neurology (Third Edition)*, 2007.

**Western Equine Encephalitis**

Western equine encephalitis tends to occur in children younger than age 1 year and in adults older than age 50.<sup>54</sup> Inapparent infections with western equine encephalitis virus are more common than symptomatic cases. Like the other arthropod-borne encephalitides, western equine encephalitis begins with an influenza-like syndrome of fever, malaise, myalgias, pharyngitis, and vomiting. As the disease progresses, irritability, convulsions, or coma develops.<sup>49</sup>

## Key Features:

1. Overall clear definition
2. Related terms (to topic pages)
3. Learn more on topic
  - 10 longer definitions
  - Related/ relevant reading

Now Live in Neuroscience,  
Biomedical Sciences and Life  
Sciences



diverse biomolecules due to the variety of amino acids available and are thus important substrates in **bioconjugation** reactions.

Synthesis and Strategies · Bioorthogonal Reactions · N- and C- Termini ...

## Advances in Bioconjugation - NCBI - NIH

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2901115/> ▼

by J Kalia - 2010 - Cited by 236 - [Related articles](#)

**Bioconjugation** is a burgeoning field of research. Novel methods for the mild and site-specific derivatization of proteins, DNA, RNA, and carbohydrates have ...

## Bioconjugation - an overview | ScienceDirect Topics

<https://www.sciencedirect.com/topics/medicine-and-dentistry/bioconjugation>

Covalent and noncovalent conjugation of QDs with antibodies, proteins, peptides, aptamers, nucleic acids, small molecules, and liposomes are **bioconjugated** QDs. They are widely used for direct and indirect labeling of surface-cell proteins and subcellular organelles.

## [PDF] Site-selective bioconjugation to protein

[www.f.u-tokyo.ac.jp/~kanai/seminar/pdf/Lit\\_T\\_Ishiyama\\_B4.pdf](http://www.f.u-tokyo.ac.jp/~kanai/seminar/pdf/Lit_T_Ishiyama_B4.pdf) ▼

Jan 23, 2016 - Topics. 1. Introduction. 2. Importance control of **bioconjugation**. 3. Conventional protein

## Bioconjugate Techniques

Book • 3rd Edition • 2013



Author:  
Greg T. Hermanson

↓ About the book

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## Bioconjugation

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Learn more about Bioconjugation

### Bioconjugation in the Study of Protein Interactions

Greg T. Hermanson, in *Bioconjugate Techniques* (Third Edition), 2013

### Engineered Protein Variants for Bioconjugation

Cláudia S.M. Fernandes<sup>1a</sup>, ... Ana C.A. Roque<sup>1</sup>, in *Biomedical Applications of Functionalized Nanomaterials*, 2018

## Takeaways

- Know the answer – Why Books? What problems do books solve for your audience?
- Understand Use Case for your Content – publish for use case; ensure authors understand use case of their book
- Employ evidence based approaches in commissioning strategy – a Proactive, rather than Reactive, Strategy
- Build products that add value for the end user



Questions?