



going digital gracefully

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PALGRAVE MACMILLAN

MRW

JOURNALS

MONOGRAPHS

BUSINESS/
PROFESSIONAL

TRADE

TEXTBOOKS

MAINLY LIBRARY PURCHASE

MAINLY INDIVIDUAL PURCHASE

MAINLY ONLINE

MAINLY PRINT

DIRECT SALE ONLY

DIRECT AND
AGGREGATOR
SALES

MAINLY 3RD PARTY SALES

LOW PIRACY THREAT

HIGH PIRACY THREAT

Born Digital

The screenshot shows the 'skills4study CAMPUS' website. At the top, there is a blue header with the logo 'skills4study CAMPUS'. Below the header is a navigation menu with links: Home, My pathway, My tags, My gradebook, Downloads, Glossary, and More resources. The main content area features a blue box with instructions: 'Click the + symbols next to the modules below to view the sections available. Click a section link to launch, or take a diagnostic test to help you get started.' Below this are four blue buttons with white text and a plus sign icon: 'Reading and note-making', 'Critical thinking skills', 'Writing skills', and 'Referencing and plagiarism'. At the bottom of this section is an orange button that says 'Return to my last page'. To the right of the main content is a 'Welcome to skills4studycampus' section with a photo of five diverse students sitting outdoors and talking. Below the photo is a caption: 'Based on *The Study Skills Handbook* by Stella Cottrell, skills4studycampus is an interactive'.

■ Elearning products

- Business model: subscription
- Channel: direct
- DRM: irrelevant

■ Mobile apps

- Business model: download (free or paid)
- Channel: 3rd parties, eg iPhone
- DRM: by channel



Changing Mental Models

- ‘Book as object’ concept now inadequate:
 - monologue -> conversation
 - generic -> customizable and personal
 - static -> interactive and dynamic
- Business models in flux
- Cultural challenge
 - for company
 - for authors
 - for users/readers



Changing Organizational Structure

- Are traditional (market-based) divisions relevant from a technological perspective?
- Cross-functional teams, fluid and flexible
- Buy/build decisions – what is core and what can/should be outsourced?
- How do we envision our future, and how do we communicate this internally/externally?



Changing Workflows

- speed to market – simultaneous digital/
print
- XML increasingly important in the workflow
- importance of rights and metadata
 - at granular level
 - in standard format
- digital asset management/distribution



Changing Skillsets

- Multimedia increasingly important – requires entirely new skills/resources
- Digital sales and marketing skills in short supply
- New competencies: business analysis, project management, development, support/training, SEO
- Traditional skillsets remain central

Brand new skills...

- XML
- DAM
- Social media savvy
- Project management
- Systems thinking
- Anti-piracy/DRM

And some old ones...

- Negotiation
- Creativity
- Relationship-building
- Commercial acumen



Case Study: Palgrave Connect

- Launched Feb 2009
- Scholarly monograph collections, perpetual access, for institutions
- Built on NPG journals platform
- 4,500 titles at launch, now 7,000+
- Critical acclaim: Kirkus Review, Choice, Library Journal, ALPSP awards



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Most Accessed



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political & international studies



history



literature & performing arts



business & management



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language & linguistics



religion & philosophy



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Dictionary of Economics Archive



The Statesman's Yearbook Archive

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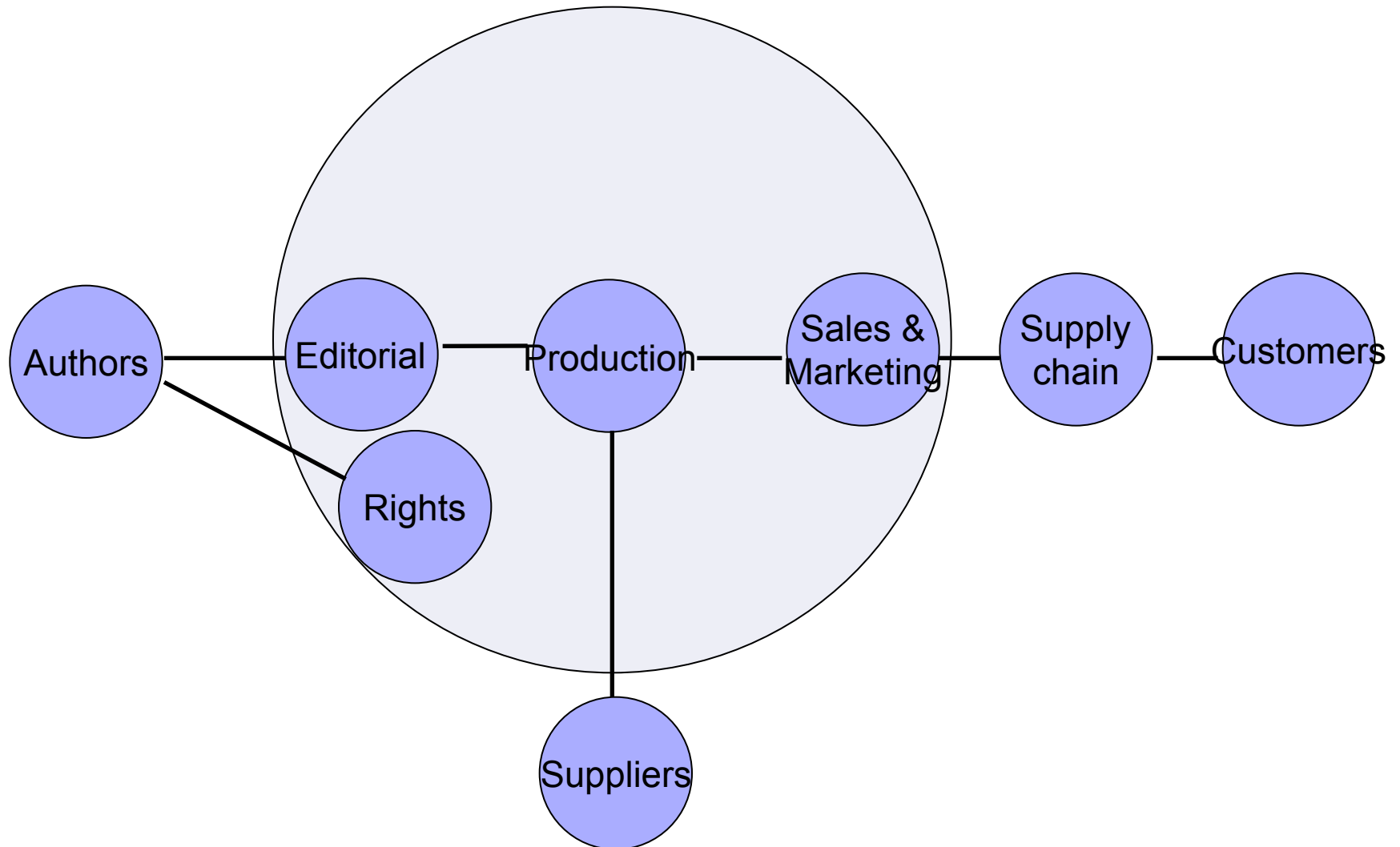
October 2010: 252 new ebooks added to Palgrave Connect
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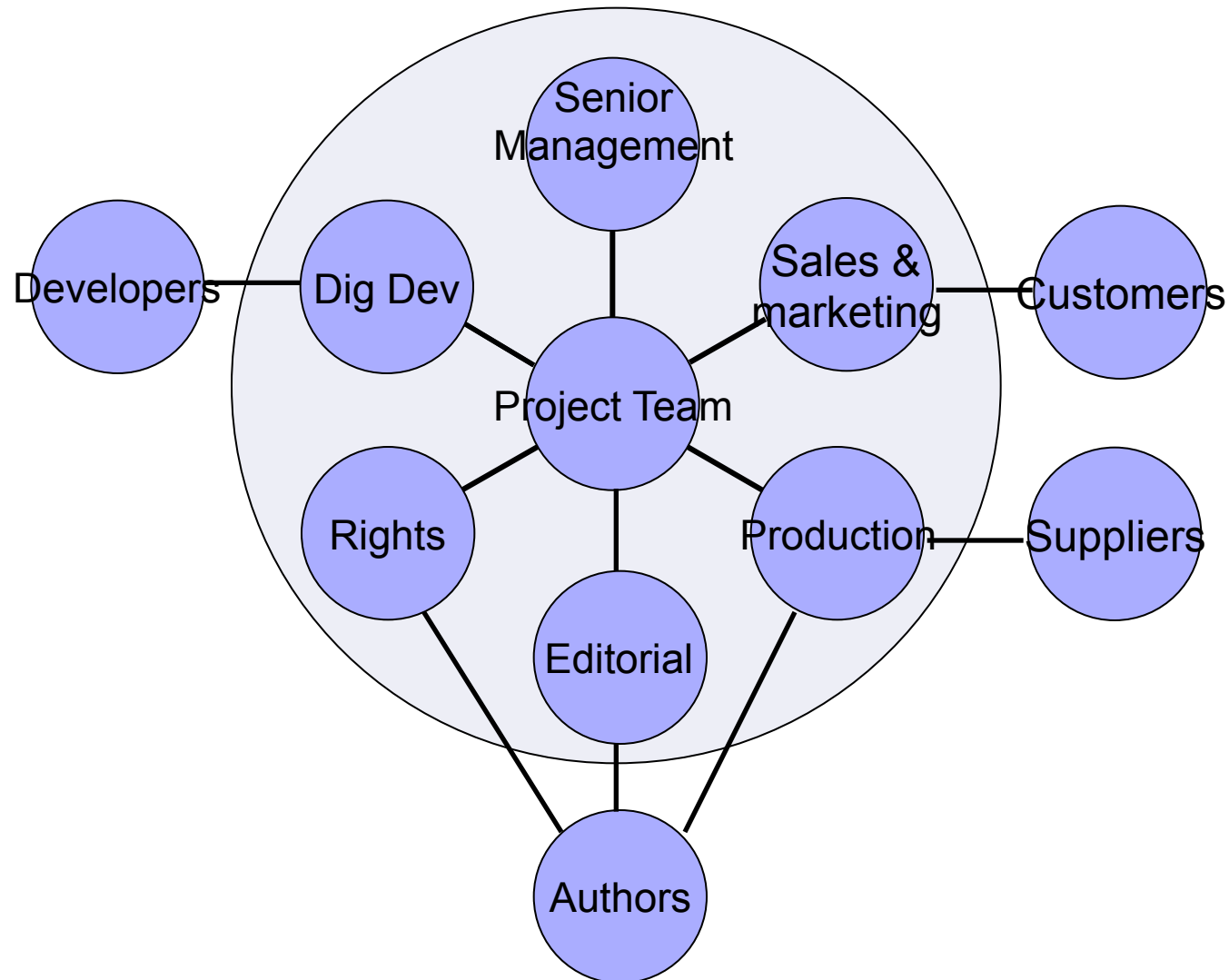
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Traditional workflow



The Connect Effect





Thank you!

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