

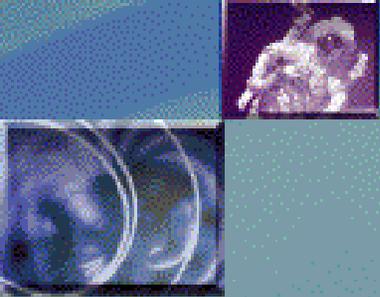


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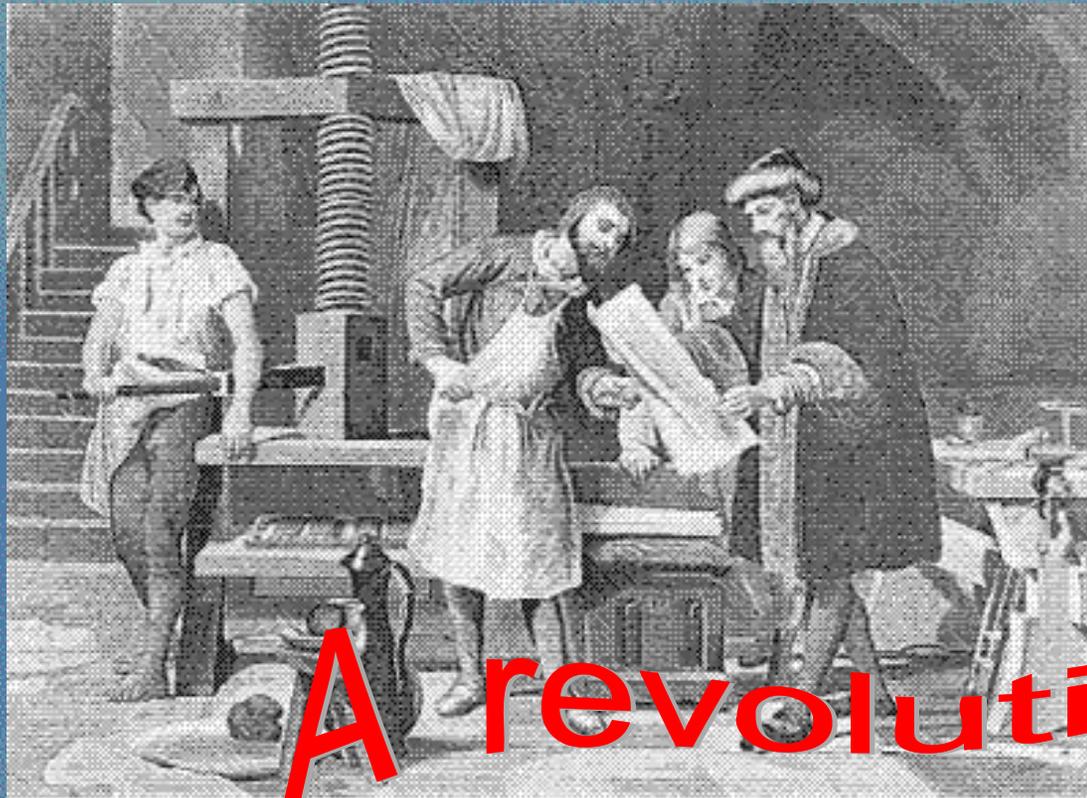


Some history

THE BEGINNING OF PUBLISHING



Invention of the printing press in 1436 or 1437 by Johan Gutenberg (1397-1468) of Mainz - D

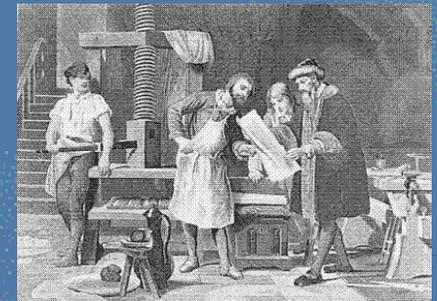
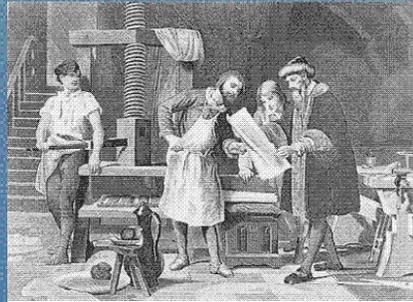


A revolution





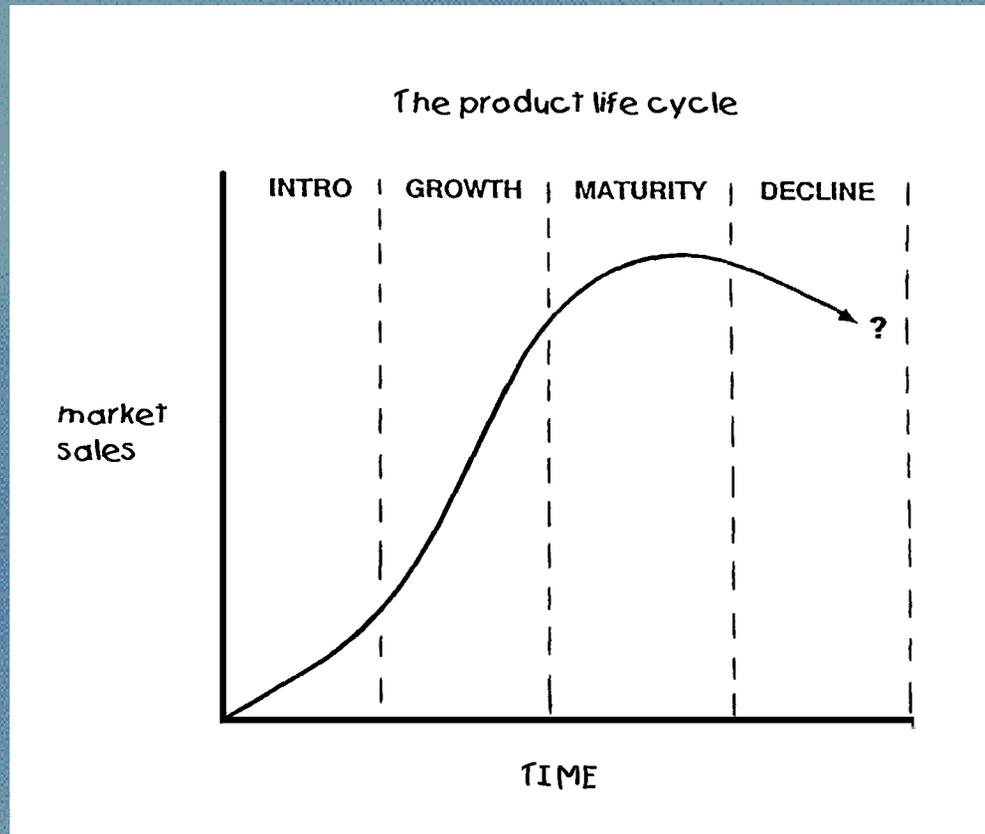
After 1437 quick development of printing and publishing houses (cf. Internet companies)



But in 1500.....

- Total market
 - 35,000 different book titles
 - total volume of 10,000,000 copies
- Doom scenario becomes popular
 - “market is just a replacement market”
 - investors nervous about printing press industry

Why were investors depressed in 1500?



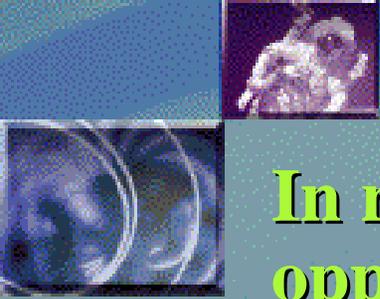
The S-curve



In reality: new developments, new opportunities and thus new S-curves

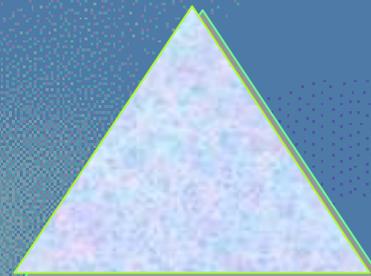


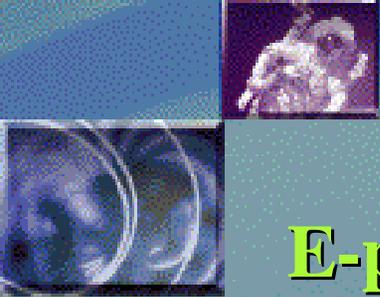
E.g. new books,
newspaper (after 1600)
scholarly publications (after
1665)
magazines
internet etc.



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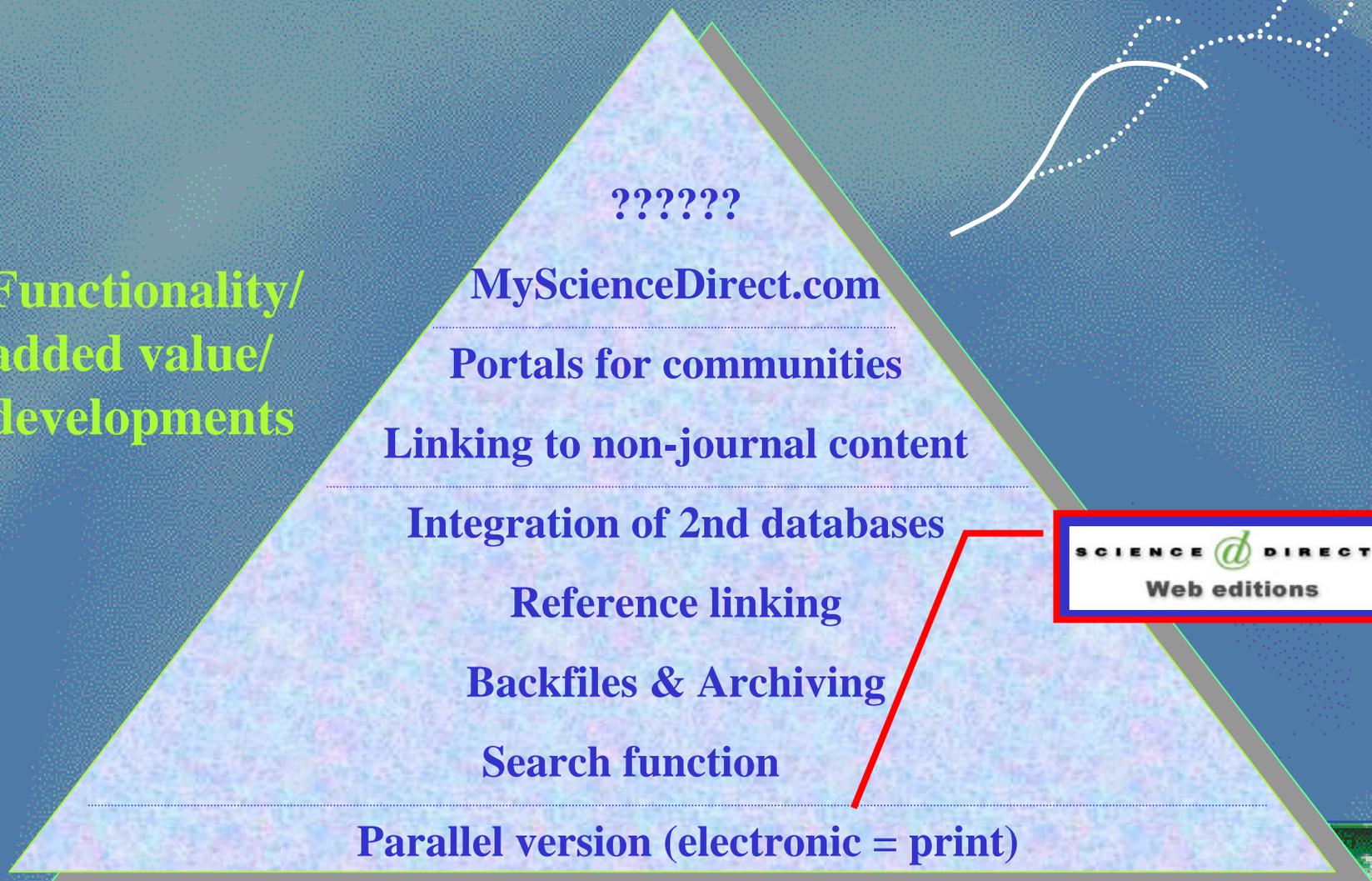
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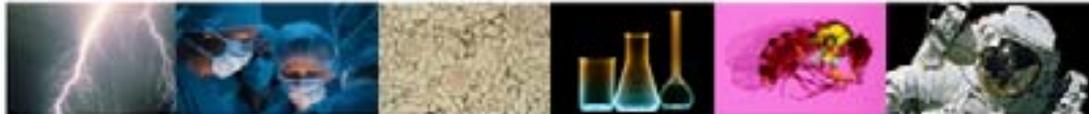


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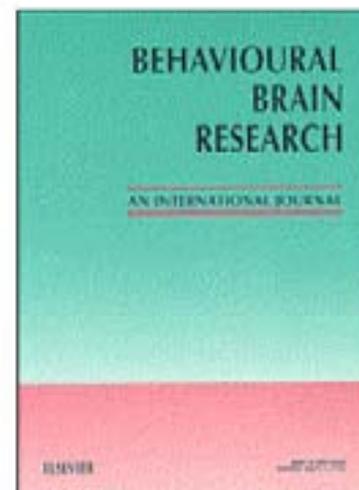
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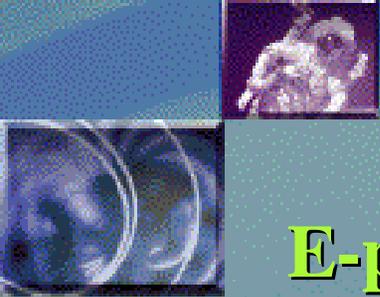
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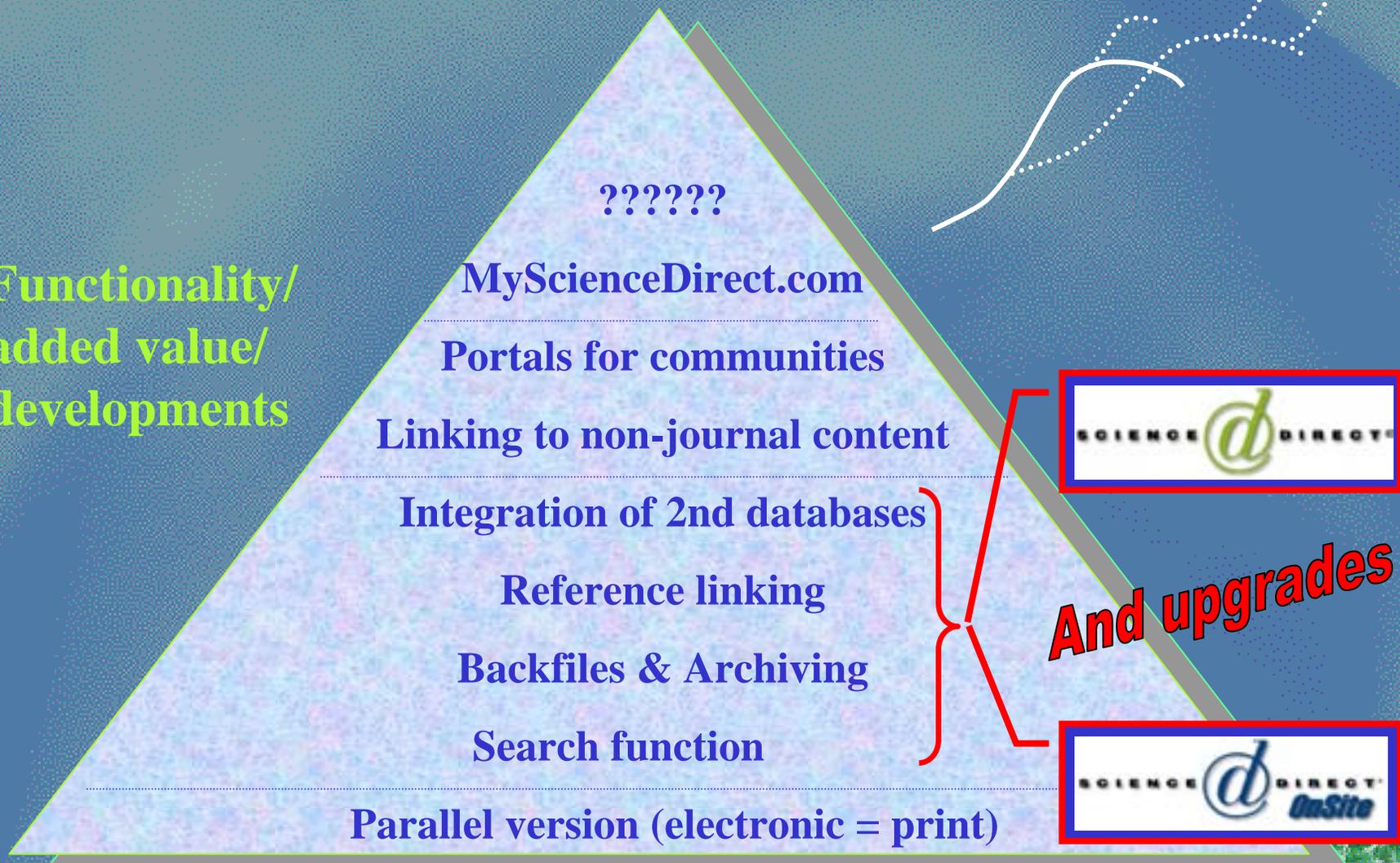
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Acknowledgements

This work was supported by a grant to R. Adamec from the Canadian Institutes of Health Research (CIHR) grant MT-7022. The technical assistance of Paul Burton is gratefully acknowledged. Thanks as well to J. Blundell for her critical reading of the manuscript.

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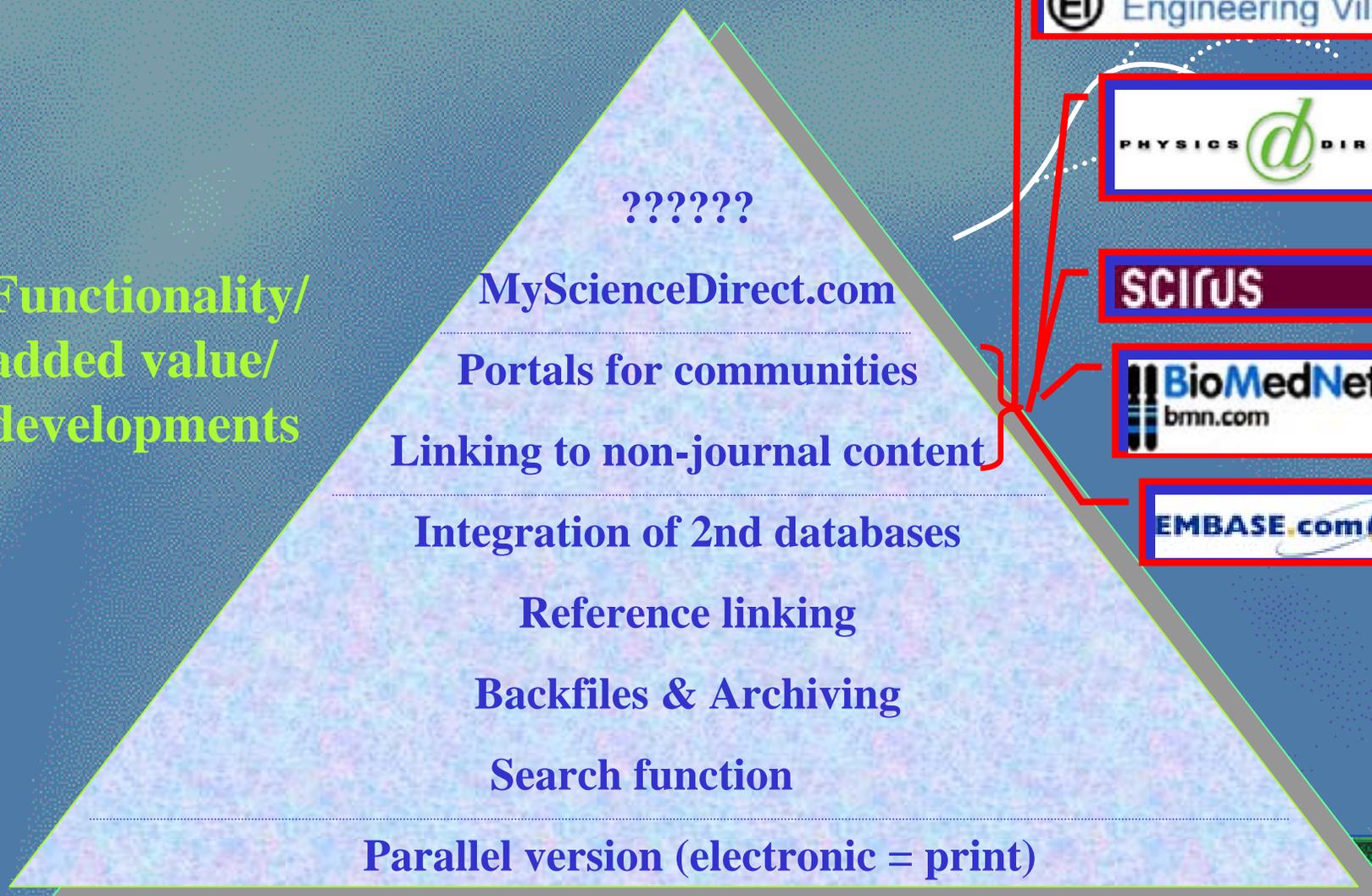
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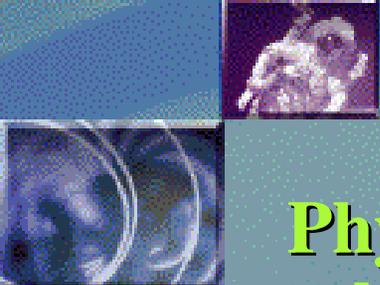
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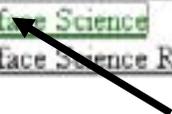
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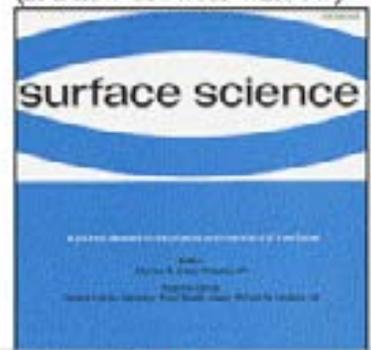
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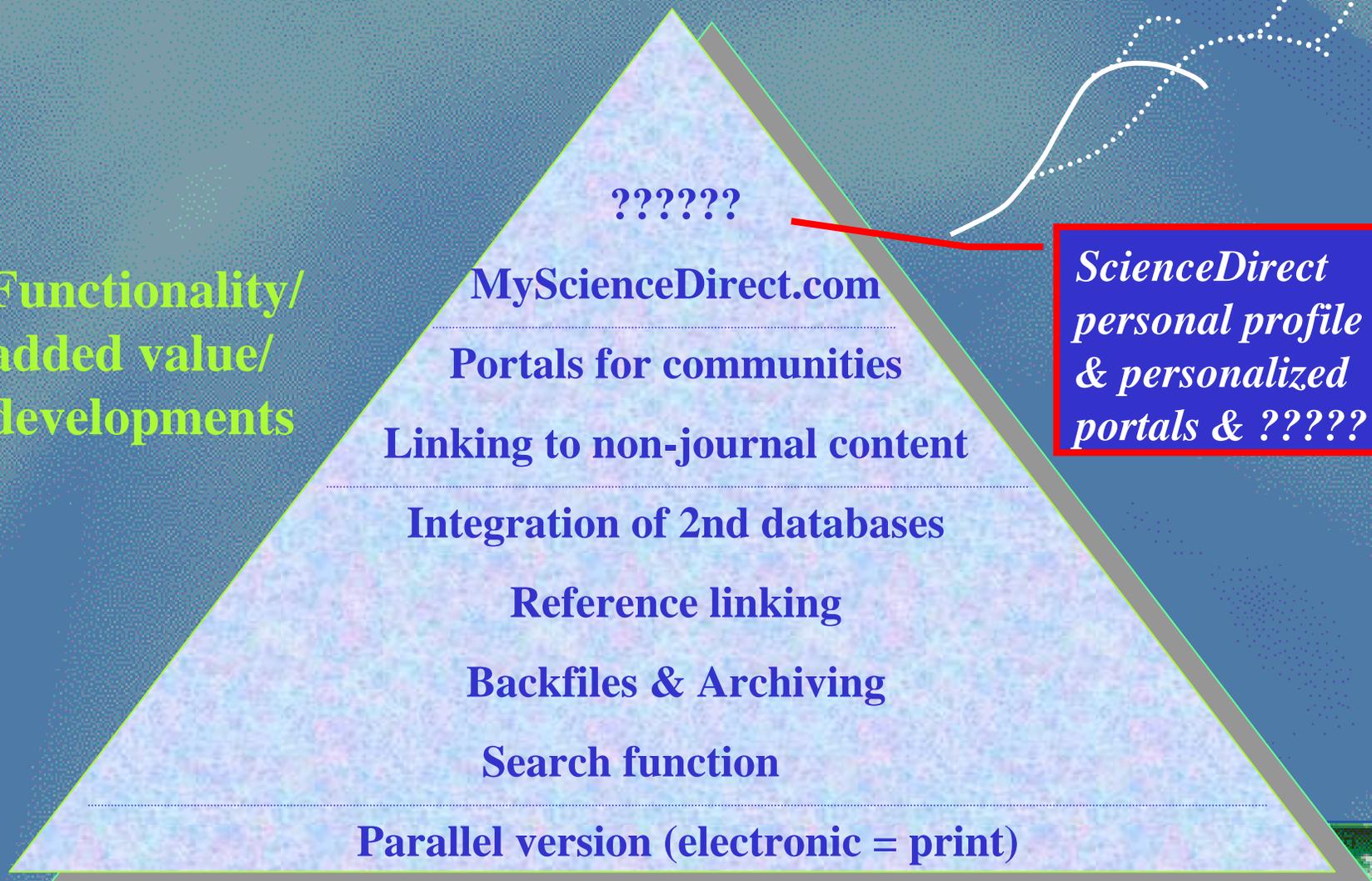
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- users experienced difficulties in getting information (not available, takes too long etc.)

Impact of ScienceDirect for the library and the end user:

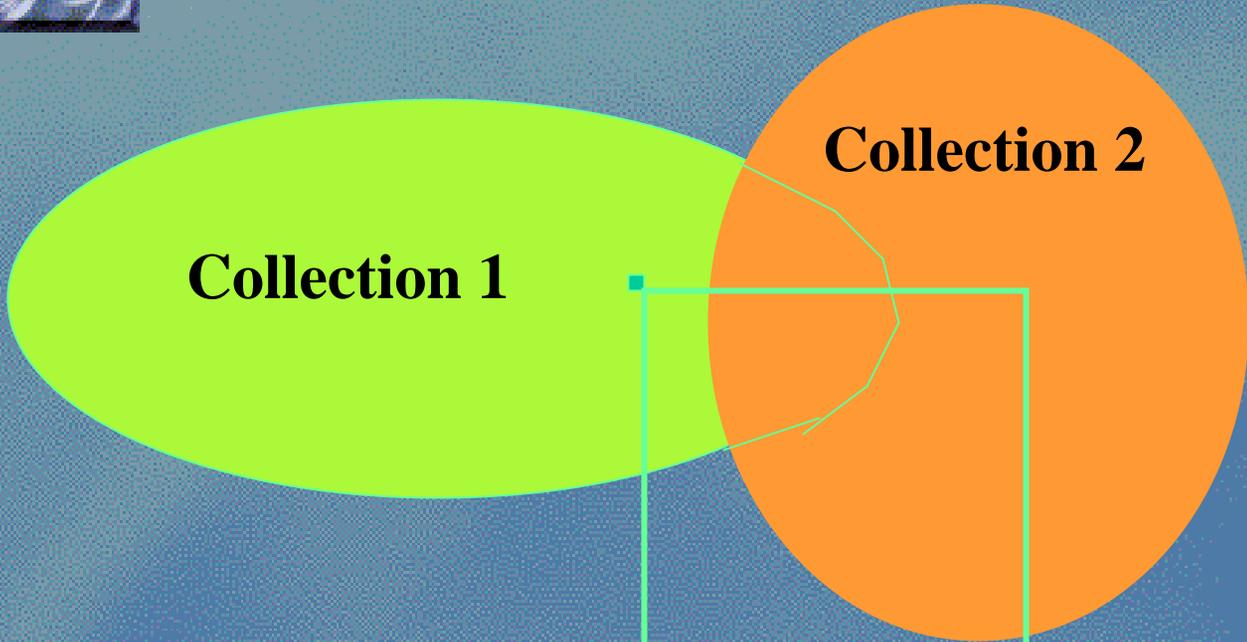
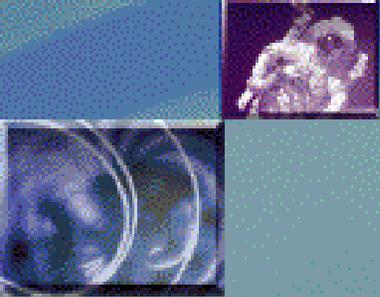
- Scientific information is **on every desktop**.
 - **Virtually there are an enormous amount of multiple subscriptions**
- Library/university can choose for **different level of service**
 - **from Web Editions to ScienceDirect and beyond**
- With ScienceDirect **finding** any scientific information with the integrated databases plus linking to other information providers is **easier than ever**.
 - **“No more walking up and down and waiting in line”**
- At existing customers the **TOTAL price per article download on ScienceDirect is dramatically lower than ILL system costs (DEM 32 in D)**



Concluding remarks - “working on those new S-curves”

- Elsevier is more than (paper) journals
- Based on needs of the user Elsevier is
 - **expanding its services around the electronic journals swiftly**
 - **creating portals for the specialists that are fully linked to the full text.**
- New developments will create an even better **price/performance ratio**, i.e usage will go to new heights and research will benefit from it.





**Subject
Collection**

**Possibility to share and
extend electronic
content**



Thank you for your attention.

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**Tomorrow: presentation at the LIDA Conference,
Dubrovnik**

