

# Patron-Driven Acquisition of E-books using ebrary: MCC Library's Experience

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Chuck Dolan  
Middlesex County College



- 
- One of the largest ebook providers for academic libraries (along with EBSCO ebooks and EBL)
  - Multiple acquisition models:
    - Subscription (pre-packaged collections)
    - Direct purchase (individual titles or pre-packaged collections)
    - Patron-driven acquisition
  - ebrary and EBL merging to form “ProQuest Ebook Central” in mid-2015

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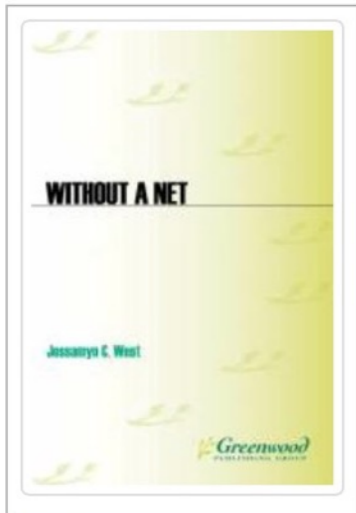
[Without a Net : Librarians Bridging the Digital Divide](#)  
Author: [West, Jessamyn C.](#)  
Publisher: [Libraries Unlimited](#)  
Date Published: 04/2011  
Subjects: [Libraries and the Internet -- United States.](#) [Libraries -- Information technology -- United States.](#) [Internet access for library users -- United States.](#) [Public access computers in libraries -- United States.](#) [Library employees -- Effect of technological innovations on -- United States.](#) [Library orientation -- Technological innovations -- United States.](#) [Information technology -- Study and teaching -- United States.](#) [Libraries and community -- United States.](#) [Digital divide - United States.](#)

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[Image and Role of the Librarian](#)  
Author: [Katz, Linda S.](#)  
Publisher: [Taylor and Francis](#)  
Date Published: 10/2013  
Subjects: [Librarians -- Public opinion.](#) [Librarians -- Psychology.](#) [Library science -- Forecasting.](#)

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## Without a Net : Librarians Bridging the Digital Divide

by West, Jessamyn C.

### AVAILABILITY

Your institution has access to 1 copy of this book.

Available for Online Reading

**45** Pages Remaining to Copy (of 45)

**90** Pages Remaining to Print (of 90)

Available for Full Download

Check out for 7 days

### TABLE OF CONTENTS

Cover

---

Contents

---

▶ Preface

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Acknowledgments

---

▶ Introduction

---

▶ 1 People in the Library

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### BIBLIOGRAPHIC INFO

TITLE	Without a Net : Librarians Bridging the Digital Divide
CONTRIBUTOR	West, Jessamyn C.
PUBLISHER	Libraries Unlimited
DATE PUBLISHED	April 2011
LANGUAGE	English
PAGES	300
DOCUMENT TYPE	Book
LC SUBJECT HEADINGS	Libraries and the Internet -- United States. Libraries -- Information technology -- United States. Internet access for library users -- United States. Public access computers in libraries -- United States. Library employees -- Effect of technological innovations on -- United States. Library orientation -- Technological innovations -- United States. Information technology -- Study and teaching -- United States. Libraries and community -- United States. Digital divide -- United States.
LC CALL NUMBER	Z674.75.I58 -- W47 2011eb
DEWEY DECIMAL NUMBER	N/A
PRINT ISBN	9781598844535
EBOOK ISBN	9781598844542
OCLC NUMBER	741612150

Without a Net : Librarians Bridging the Digital Divide

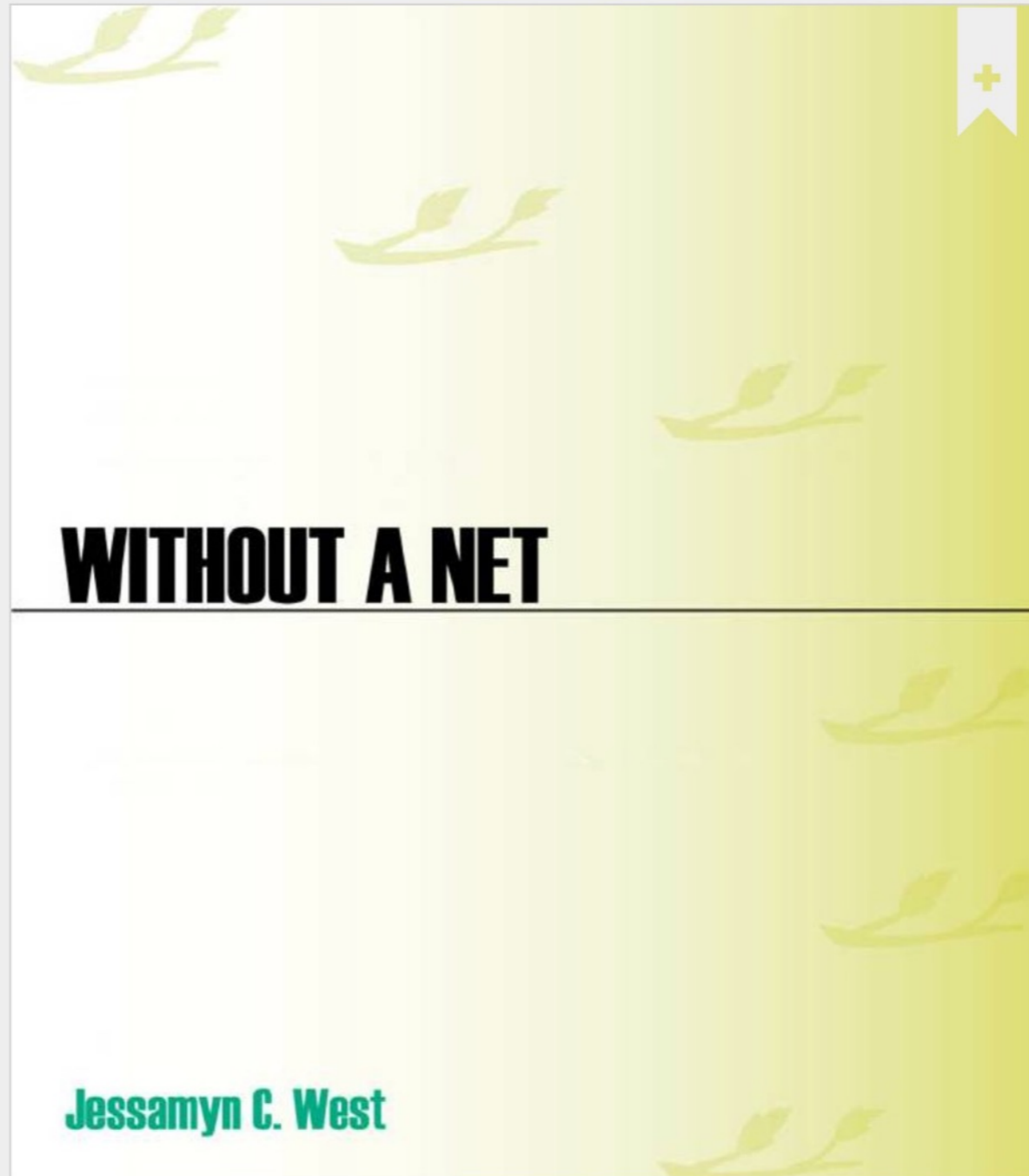


by West, Jessamyn C.  
PUBLISHER  
Libraries Unlimited  
DATE  
April 2011  
More...

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Table of Contents

- Cover
- Contents
- ▶ Preface
- Acknowledgments
- ▶ Introduction
- ▶ 1 People in the Library
- ▶ 2 The Bigger Picture—Who Makes the Tools We Use
- ▶ 3 Planning—Strategies, Techniques, and Tools
- ▶ 4 Planning for Pedagogy



# Patron-Driven Acquisition (PDA)

(a.k.a. Demand-Driven Acquisition (DDA))

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- Library sets up collections based on its own criteria
- Patrons have full access to collections before anything is purchased
- Purchase is triggered by patron use
- Library sets initial budget; purchases deducted
- Library permanently owns ebook digital file; ebrary hosts it
- Annual hosting fee 5% of aggregate purchases
  - \$250 minimum; \$1,500 maximum

# Why did MCC choose PDA?

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- Preference for ownership over subscription
- Concern with purchasing titles that patrons actually use
- Library offers large collection but pays only for what is used



# ebrary PDA Triggers

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- Printing, copying, or downloading any portion of the ebook
- 10 page views within the body of the book (not TOC or index) in one session
- 10 minutes of active usage within a title in one session
- If no activity for three minutes or more, ebrary counts that period as a single minute (if the user resumes usage)
- Time spent on the last page isn't counted

# License options

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- Single-user or multiple-user licenses
- “Turnaway” notifications when multiple users try to access single-user titles
- Option to eliminate turnaways through immediate purchase of additional license(s)

# Short-Term Loan (STL)

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- Option for short-term loan (1 day or 7 day) instead of immediate purchase
- Can choose 1-3 STLs before triggering full purchase
- STL prices range from 10% to 40% of purchase price
- Many STL rates scheduled to go up in 2015

## Publisher Short-term Loan Changes

Name of publisher	Current 1-day STL	New 1-day STL	Current 7-day STL	New 7-day STL	Effective Date
McGill-Queens University Press	10	20	20	30	<b>May 1, 2015</b>
Duke University Press	10	40	15	80	<b>May 1, 2015</b>
University of North Carolina Press	10%	15%	15%	20%	April 1, 2015
Princeton University Press	10%	15%	15%	25%	February 1, 2015
Channel View Publications	10%	25%	15%	35%	January 1, 2015
Cornell University Press	10%	25%	15%	30%	January 1, 2015
Sage Publications (UK, US, India)	10%	25%	15%	30%	January 1, 2015
Trans Tech Publications	10%	20%	15%	30%	January 1, 2015
University of Chicago	10%	25%	15%	30%	January 1, 2015
University Presses of New England	10%	15%	15%	20%	January 1, 2015
World Scientific	40%	No longer participating	50%	No longer participating	January 1, 2015
Boydell & Brewer	20%	35%	25%	40%	December 1, 2015
University of Iowa Press	10%	25%	15%	35%	December 1, 2015
University Press of Mississippi	20%	35%	25%	40%	December 1, 2015
ABC-CLIO	10	15	15	25	November 1, 2015
Berghahn Books	10	25	15	30	November 1, 2015
University of Virginia Press	10	NA	15	NA	November 1, 2015
University Press of Kentucky	10	25	15	50	November 1, 2015
Fordham University Press	10%	20%	15%	30%	October 1, 2015
Palgrave (UK/US)	10%	30%	15%	40%	September 1, 2015
McGraw-Hill International UK (Open University Press)	10%	15%	15%	20%	September 1, 2015
John Wiley & Sons	10%	25%	15%	30%	August 1, 2015

# Would STL have saved money for MCC?

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- Average STL rate for publishers of our most-purchased books: approximately 20% of list price
- Analysis of MCC's purchased collection:
  - 22% used only once
  - 38% used once or twice
  - 54% used 1-3 times
- Assuming all prices averaging out to equal (a big assumption), MCC might have saved:
  - 1.7% with one STL
  - 2.5% with two STL
  - 6.1% with three STL
- If STL rate rises to 22% savings virtually disappear

# Creating Profiles

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- Set up profile by LC subject category or subject/title/keyword
- Limit by publisher, year, list price, language, keywords, subject headings, etc.
- Profiles can be linked to fund codes to control spending by subject
- Our guideline: maximum of \$100 (\$120 for medical titles)

1. Subjects

2. Publishers

3. Filters

4. Documents

You have selected the following acquisition type: Patron Driven Acquisition (PDA).

Show Publishers

- All Library of Congress Subjects

+ Agriculture

+ Auxiliary Sciences of History

+ Bibliography, Library Science, Information Resources (General)

+ Education

- Fine Arts

+ Architecture

+ Arts in general

+ Decorative arts

- Drawing. Design. Illustration

- Drawing. Design. Illustration

✓ Commercial art. Advertising art

✓ General Including collective biography

✓ General works

Graphic art materials

Greeting cards, postcards, invitations, book jackets, etc.

History of drawing

Illustration

Pictorial humor, caricature, etc.

Posters

Special subjects

Study and teaching

Technique

+ Painting

Select All Publishers Show Documents Or Filter

- Algonquin Young Readers (1)
- DETAIL (1)
- Entrepreneur Press (1)
- Focal Press (1)
- I.B. Tauris (1)
- McFarland & Company (1)
- Routledge (3)
- Universidad Complutense de Madrid (3)
- Birkhaeuser (3)
- Ediciones Infinito (1)
- F+W Media (1)
- Fordham University Press (1)
- John Wiley & Sons (3)
- Princeton Architectural Press (4)
- Skyhorse Publishing (1)
- Walter de Gruyter (1)
- Birkhäuser (1)
- Editorial Gustavo Gili (5)
- F+W Media, Inc. (1)
- Globe Pequot Press (1)
- Laurence King Publishing (5)
- Profession Design Press Co., Ltd (2)
- Springer (5)
- Wings Press (1)
- Birkhäuser Basel (2)
- Editorial Nobuko (2)
- Findhorn Press (1)
- Hong Kong University Press (1)
- Les Presses de l'Université du Québec (2)
- Rockport Publishers (42)
- Transaction Publishers (1)
- transcript Verlag (2)



1. Subjects

2. Publishers

3. Filters

4. Documents

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Search in Publication Year from

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- Subject
- Title
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- Dewey Decimal Number
- ISBN
- Publication Year
- List Price
- Document Type
- Document Language

for





**Wheel of Time : Calendar Design**  
Author: [He, Li](#)  
Publisher: [Profession Design Press Co., Ltd](#)  
Date Published: 06/2012  
Subjects: [Calendar art.](#) [Calendars -- Design.](#)

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Document ID: 10643592  
pISBN: 9787538165647  
eISBN: 9781619870635  
OCLC Number: 828735585  
Single-user: \$35.00 Multi-user: \$52.50  
Loans: 1 day \$3.50; 1 week \$5.25



**Card Design**  
Author: [Graphic Design Editors](#)  
Publisher: [Profession Design Press Co., Ltd](#)  
Date Published: 12/2012  
Subjects: [Greeting cards -- Pictorial works.](#) [Advertising cards -- Pictorial works.](#) [Advertising, Direct-mail -- Pictorial works.](#)  
[Commercial art -- Pictorial works.](#)

[Table of Contents](#) [Find Similar](#) [EndNote & Citavi](#) [RefWorks](#) [Add to Bookshelf](#)

Document ID: 10643631  
pISBN: 9787538173789  
eISBN: 9781619870543  
OCLC Number: 828735629  
Single-user: \$35.00 Multi-user: \$52.50  
Loans: 1 day \$3.50; 1 week \$5.25



**Leaving China : An Artist Paints His World War II Childhood**  
Author: [McMullan, James](#)  
Publisher: [Algonquin Young Readers](#)  
Date Published: 03/2014

Document ID: 10845674  
pISBN: 9781616202552  
eISBN: 9781616204013  
OCLC Number: 878138102

# Maintaining Profiles

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- Set up regularly scheduled email notifications
- Run profile search periodically to see new titles

# MARC records

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- Downloadable MARC records for most titles
- Updated monthly (or more often by request)
- Edit records to modify URL and link display text
- Records loaded into Sirsi flagged as “EBRARYTEMP”

# When purchases are triggered...

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- Weekly invoice for triggered/purchased titles
- Change library catalog records to “EBRARYPERM”
- Add holdings to OCLC
- If no MARC record in Sirsi, catalog ebook in OCLC

# Vital statistics

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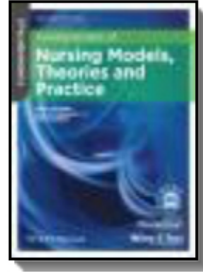
- Began in February 2011
- Budgeted \$30,000 per year
- Users currently have access to approximately 40,000 titles
- Purchased 2,329 titles since spring 2011
- Average price paid per title: \$46.63
- 6,188 searches and 59,976 page views in FY 2013/14

# Challenges / Caveats

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Selecting appropriate material is labor intensive:

- Profile searches retrieve hundreds or thousands of titles
- Dominated by upper-level academic, graduate, and professional
- No automated way to limit to community college-level material
- Many foreign titles; not obvious unless you verify independently
- Many titles of only regional or specialized interest



## [Fundamentals of Nursing Models, Theories and Practice \(2nd Edition\)](#)

Author: [McKenna, Hugh](#) [Pajnikhar, Majda](#) [Murphy, Fiona](#)

Publisher: [Wiley](#)

Date Published: 04/2014

Subjects: [Nursing](#).

[Table of Contents](#) [Find Similar](#) [EndNote & Citavi](#) [RefWorks](#) [Add to Bookshelf](#)

Document ID: 10862619  
pISBN: 9780470657768  
eISBN: 9781118492109  
OCLC Number: 880450221  
Single-user: \$44.95 Three-user: \$67.43  
Loans: 1 day \$11.24; 1 week \$13.49



## [At a Glance : Prescribing at a Glance](#)

Author: [Ross, Sarah](#)

Publisher: [Wiley](#)

Date Published: 07/2014

Subjects: [Drugs](#) -- [Prescribing](#). [Drug prescriptions](#). [Drugs](#).

[Table of Contents](#) [Find Similar](#) [EndNote & Citavi](#) [RefWorks](#) [Add to Bookshelf](#)

Document ID: 10907574  
pISBN: 9781118257319  
eISBN: 9781118257289  
OCLC Number: 887507126  
Single-user: \$41.50 Three-user: \$62.25



## [At a Glance : Prescribing Scenarios at a Glance](#)

Author: [Baker, Emma](#) [Burrage, Daniel](#) [Lonsdale, Dagan](#)

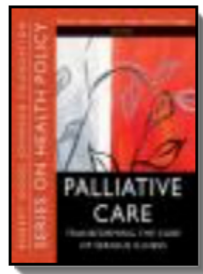
Publisher: [Wiley](#)

Date Published: 05/2014

Subjects: [Drugs](#) -- [Handbooks, manuals, etc.](#)

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Document ID: 10869684  
pISBN: 9781118570869  
eISBN: 9781118570876  
OCLC Number: 879947265  
Subscription: Academic Complete  
Single-user: \$44.95 Three-user: \$67.43



## [Public Health/Robert Wood Johnson Foundation Anthology : Palliative Care : Transforming the Care of Serious Illness](#)

Author: [Meier, Diane E.](#) [Isaacs, Stephen L.](#) [Hughes, Robert](#)

Publisher: [Wiley](#)

Date Published: 07/2014

Subjects: [Palliative treatment](#).

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Document ID: 10899806  
pISBN: 9780470527177  
eISBN: 9781119017134  
OCLC Number: 891384243  
Single-user: \$80.00 Three-user: \$120.00





# Prescribing at a Glance

(Paperback) » Alternate Formats  
by Ross, Sarah, M.D.

**\$45.00** (USD)  
Est Disc \$ 40.50



### General Title Info

ISBN: 9781118257319  
 ISBN-10: 1118257316  
 UPC:  
 Publisher: **Blackwell Pub**  
 Edition/Vol:  
 Audience: Professional

Publish Status:  
 Publish Date: 2014/10/27  
 Street Date:  
 Dewey: 615/.4  
 L.C. Class: RS200

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Table of Contents

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### Product Overview

#### Detailed Product Description:

Product Type: Book

Product Line: Book

Source: BTB

UPC:

Volumes: 0

Quantity Pack:

ISSN:

Supplier: John Wiley & Sons Inc

LCCN: 2014028489

L.C. Class: RS200

Product ID: BK0015112281

Series Product: At a Glance

Series LC:

B&T Continuation: 0003937711

Merchandise Category: MAJORS

Print Vendor Code:

Discount Key: 6

Language Code: ENG

B&T Approval ID:

#### Physical Formats:

Primary Physical Format: Paperback

#### Library Subjects:

Drug Prescriptions; standards.; Inappropriate Prescribing; prevention & control.; Prescription Drugs; standards.

#### General Subjects:

Medical

#### Academic Subjects:

PHARMACOLOGY

#### BISAC Subjects:

MEDICAL / Pharmacology

#### Academic Modifiers:

Place of Publication: Great Britain/British Isles  
 Subject Development: Medical

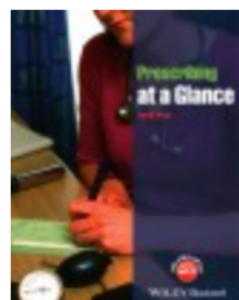


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#### Annotations:

**Blackwell Publishing:** The principles of drug therapies are fundamental to medical practitioners in all branches; but are often difficult to get to grips with. Prescribing at a Glance addresses the most common uses of prescription drugs, and follows progress from dose calculation and administration to monitoring the effects in the treatments of major presenting problems.

With a focus on prescribing, this user-friendly guide helps practitioners to develop crucial knowledge and skills, including establishing accurate drug histories, planning appropriate therapies, writing safe and legal prescriptions, critically appraising the prescribing of others, patient support, accessing reliable information about medicines, and detecting adverse drug reactions.

Prescribing at a Glance:

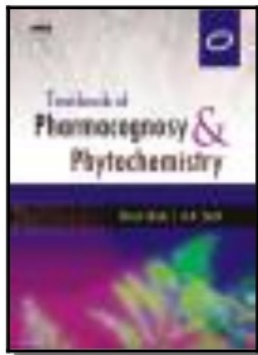
Features detailed and high-quality colour illustrations throughout

Includes examples of common prescribing errors, practice prescriptions and calculations

Follows the structure of the WHO Good Prescribing Guide, and corresponds to the core curriculum of the British Pharmacological Society

Is the perfect guide to help you prepare for the Prescribing Skills Assessment (PSA)

From the series that brought you Medical Pharmacology at a Glance, and designed to help those in the later stages of their medical training become adept at the skills



## [Textbook of Pharmacognosy and Phytochemistry](#)

Author: [Shah, Biren](#) [Seth, Avinash](#)

Publisher: [Elsevier India](#)

Date Published: 05/2012

Subjects: [Pharmacognosy -- Textbooks.](#) [Botanical chemistry -- Textbooks.](#) [Materia medica -- Textbooks.](#) [Botany, Medical -- Textbooks.](#)

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## [Bentley's Textbook of Pharmaceutics](#)

Author: [Jain, Sanjay Kumar](#) [Soni, Vandana](#)

Publisher: [Elsevier Science & Technology](#)

Date Published: 05/2012

Subjects: [Pharmacy.](#)

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## [Theory and Practice of Physical Pharmacy](#)

Author: [Jain, Gaurav](#) [Khar, Roop Krishen](#) [Ahmad, Farhan Jalees](#)

Publisher: [Elsevier Science & Technology](#)

Date Published: 08/2011

Subjects: [Pharmaceutical chemistry -- Textbooks.](#) [Pharmaceutical chemistry -- Examinations, questions, etc.](#) [Pharmaceutical chemistry -- Study and teaching \(Graduate\) -- India.](#) [Universities and colleges -- India -- Graduate work -- Examinations.](#) [Pharmaceutical chemistry -- Study guides.](#) [Chemistry, Physical and theoretical.](#)

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## [Vascular Plants Of Kentucky : An Annotated Checklist](#)

Author: [Browne, Edward T.](#) [Athey, Raymond](#)

Publisher: [University Press of Kentucky](#)

Date Published: 02/2015

Subjects: [Botany](#) -- [Kentucky](#).

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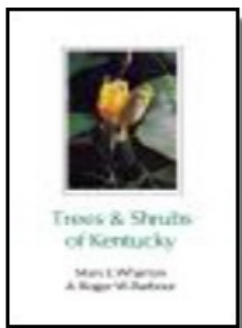
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eISBN: 9  
OCLC Nu  
Single-u  
Loans: 1



## [Trees and Shrubs of Kentucky](#)

Author: [Wharton, Mary E.](#) [Barbour, Roger W.](#)

Publisher: [University Press of Kentucky](#)

Date Published: 02/2015

Subjects: [Trees](#) -- [Kentucky](#) -- [Identification](#). [Shrubs](#) -- [Kentucky](#) -- [Identification](#).

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pISBN: 9  
eISBN: 9  
OCLC Nu  
Single-u  
Loans: 1



## [Mushrooms of West Virginia and the Central Appalachians](#)

Author: [Roody, William C.](#)

Publisher: [University Press of Kentucky](#)

Date Published: 02/2015

Subjects: [Mushrooms](#) -- [West Virginia](#) -- [Identification](#). [Mushrooms](#) -- [Appalachian Region](#) -- [Identification](#). [Mushrooms](#) -- [West Virginia](#) -- [Pictorial works](#). [Mushrooms](#) -- [Appalachian Region](#) -- [Pictorial works](#).

[Table of Contents](#)

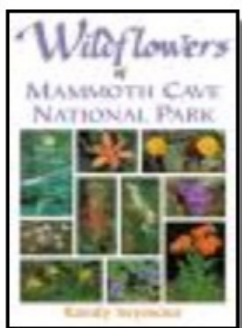
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pISBN: 9  
eISBN: 9  
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## [Wildflowers of Mammoth Cave National Park](#)

Author: [Seymour, Randy](#)

Publisher: [University Press of Kentucky](#)

Date Published: 02/2015

Subjects: [Wild flowers](#) -- [Kentucky](#) -- [Mammoth Cave National Park](#).

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pISBN: 9  
eISBN: 9  
OCLC Nu  
Single-u  
Loans: 1

# Challenges / Caveats

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- Mass selection of items can lead to unintended purchases:
  - *No-Cry Nap Solution: Guaranteed Gentle Ways to Solve All Your Naptime Problems*
  - *Teamwork in Poultry Production: Improving Grower and Employee Interpersonal Skills*
  - *Kids! Picture Yourself Crocheting*
  - *Knitting it Old School: 43 Vintage-Inspired Patterns*
  - *Halloween Tricks and Treats*
- Also can overwhelm catalog searches with inappropriate items

# Challenges / Caveats

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Ebook publication date vs. actual publication date...



## [Medical Imaging Technology](#)

Author: [Mikla, Victor I.](#) [Mikla, Victor V.](#)

Publisher: [Elsevier Science & Technology](#)

Date Published: 09/2013

Subjects: [Diagnostic imaging.](#) [Medical technology.](#)

[Table of Contents](#) [Find Similar](#) [EndNote & Citavi](#) [RefWorks](#) [Add to Bookshelf](#)

Document ID: 10753294  
pISBN: 9780124170216  
eISBN: 9780124170360  
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## [Introduction to Medical Laboratory Technology](#)

Author: [Baker, F.J.](#) [Silverton, R.E.](#) [Luckcock, Eveline D.](#)

Publisher: [Butterworth-Heinemann](#)

Date Published: 05/2014

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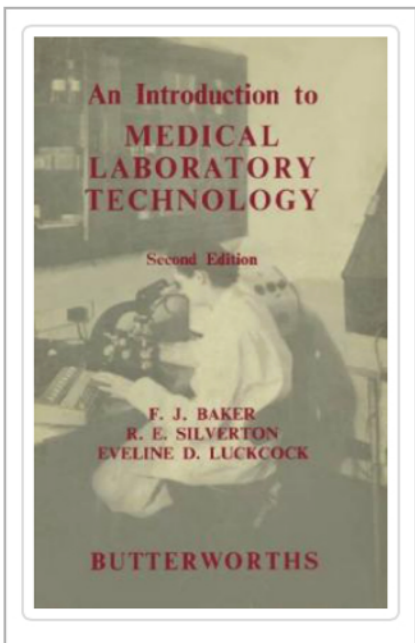
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## Introduction to Medical Laboratory Technology

by Baker, F.J.  
Silverton, R.E.  
Luckcock, Eveline D.

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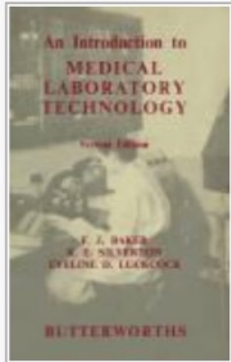
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Table of Contents

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FIRST PUBLISHED 1957  
*Second Impression* 1959  
*Third Impression* 1961

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1957

# Challenges / Caveats

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## Price increases

- Publishers raise ebook prices dramatically and with little or no warning
- Titles remain in profiles even after they exceed \$100 limit



### [Foundation in Digital Communication](#)

Author: [Lapidoth, Amos](#)

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Publisher: [Cambridge University Press](#)

Date Published: 10/2004

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by Franklin, Benjamin / Houston, Alan Craig (EDT) / Houston, Alan Craig

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- Cambridge Univ Pr:** Benjamin Franklin is one of the best known and least understood figures in the history of eighteenth-century political thought. Alan Houston clarifies our understanding of his thought by making available a representative selection of his most important political writings. The entire text of the Autobiography is included alongside letters, essays, pamphlets, and manuscript notes that cover political economy, moral psychology, and religious belief and practice, among other topics.

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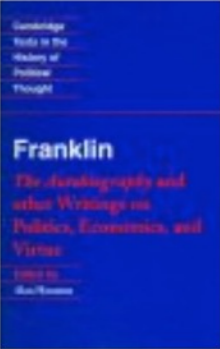


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**\$39.99** (USD)  
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UPC:		Street Date:	
Publisher:	<b>Cambridge Univ Pr</b>	Dewey:	973.3/092
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# Challenges / Caveats

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## Limited pool of publishers

- Not included:
  - Pearson family (Pearson Longman, Prentice Hall, Penguin, Dutton, G.P. Putnam, New American Library, Viking, Random House, Addison-Wesley, Scott Foresman, Peachpit, Que, Benjamin Cummings, etc.)
  - Gale family (Charles Scribner's Sons, Greenhaven, Lucent, Macmillan Reference, St. James Press, Twayne)
  - Hachette (Little, Brown)
  - HarperCollins
  - Simon & Schuster
- Padded with UK and foreign publishers
- Many small and regional publishers

# Most purchased by MCC:

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- Wiley/Blackwell/  
Bloomberg/For Dummies
- ABC-CLIO/Greenwood
- Palgrave Macmillan
- Cambridge University
- Elsevier
- McFarland
- Princeton University
- Routledge
- University of Chicago
- Springer
- CRC Press
- Global Media
- Jessica Kingsley
- Oxford University
- Kogan Page
- Taylor & Francis
- McGraw-Hill
- Ashgate
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- Focal Press
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- I.B. Tauris
- Rutgers University
- Univ. of North Carolina
- Demos
- F.A. Davis
- World Trade Press

# Challenges / Caveats

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## Publisher-imposed limits on printing & copying

- Even on books owned outright
- Can limit utility as textbooks or reserves



# Challenges / Caveats

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## Budgeting uncertainty

- Hard to predict demand or pace of spending
- Low fund warning email notifications
- If you run out of money before end of fiscal year...
  - Access to most titles cut off
  - Must hide or remove records from catalog
- If you have money left...
  - Scramble to spend before fiscal year ends

# Challenges / Caveats

---

## Admin interface issues

- Searches only show 15 items per page
- No indication of which titles you have already seen and ruled out in the past
- Times out and loses your selections if not saved
- Interface can be slow and frustrating
- New admin interface based on EBL due in fall 2015

# Summing up...

---

- Pros:

- Large collection of titles available 24/7
- User-friendly online reader with many helpful features
- Only pay for what is used
- Library retains some quality control over titles
- Library owns purchased ebooks outright, forever

- Cons:

- Time-consuming to keep current
- Content limited to PDA-friendly publishers
- Larded with foreign and obscure publishers
- Contains some old content repackaged as new ebooks
- Must keep checking for surprise price increases
- \$1,500 annual hosting fee

# Summing up...

---

PDA = Public Display of Ambivalence?

Successful at MCC, despite frustrations

Chuck Dolan

Middlesex County College

[cdolan@middlesexcc.edu](mailto:cdolan@middlesexcc.edu)