

Partnerships in Romania: Market development and expansion

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Date:

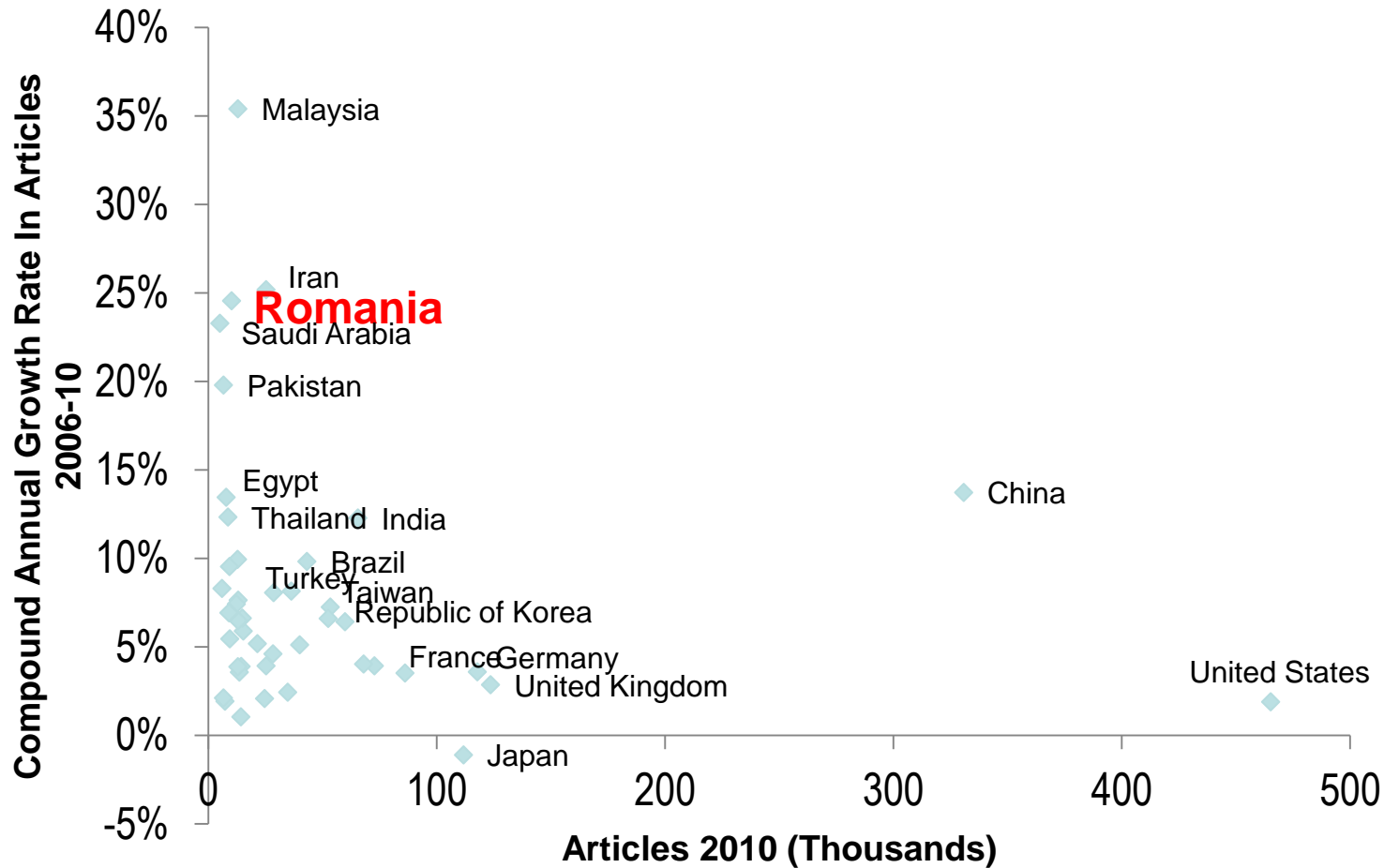


Agenda

- State of Scientific Research
- Drivers and Motivation to publish
- Why Elsevier?
 - Global distribution
 - Innovation
 - Quality
 - Editorial Commitment
- The Publishing Process
- Publishing options
- Discussion/ Questions



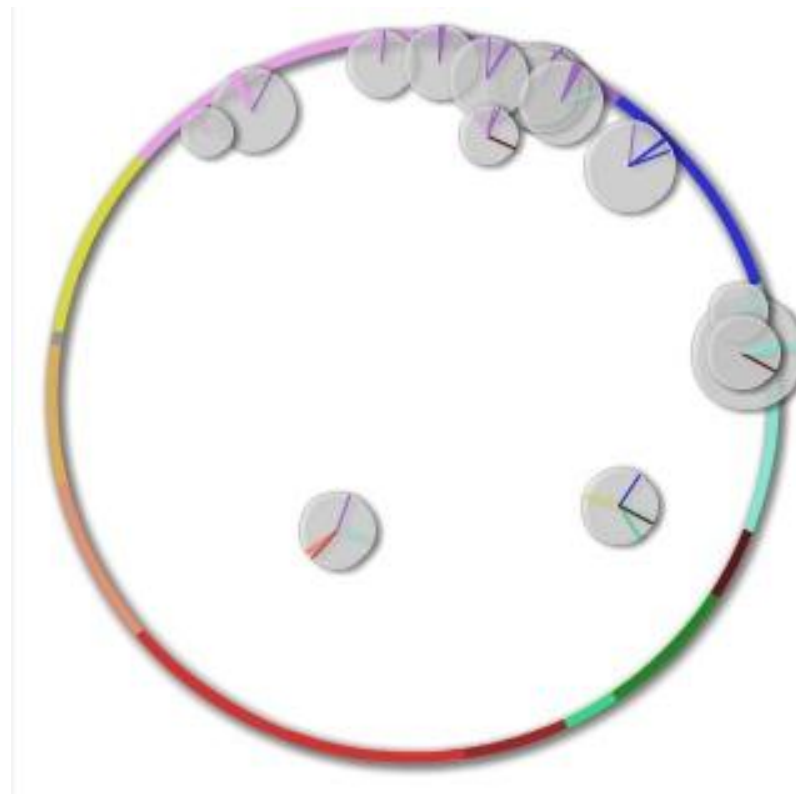
Global Expansion of Scientific Research



Romania: Scientific Output

18 Distinctive Competencies in 2012

- Mathematics
- Physics and Astronomy
- Chemistry
- Chemical Engineering
- Materials Science
- Engineering
- Energy
- Environmental Science
- Earth and Planetary Sciences
- Agricultural and Biological Sciences
- Biochemistry, Genetics and Molecular Biology
- Immunology and Microbiology
- Veterinary
- Medicine
- Pharmacology, Toxicology and Pharmaceutics
- Health Professions
- Nursing
- Dentistry
- Neuroscience
- Arts and Humanities
- Psychology
- Social Sciences
- Business, Management and Accounting
- Economics, Econometrics and Finance
- Decision Sciences
- Computer Science
- Multidisciplinary



Drivers

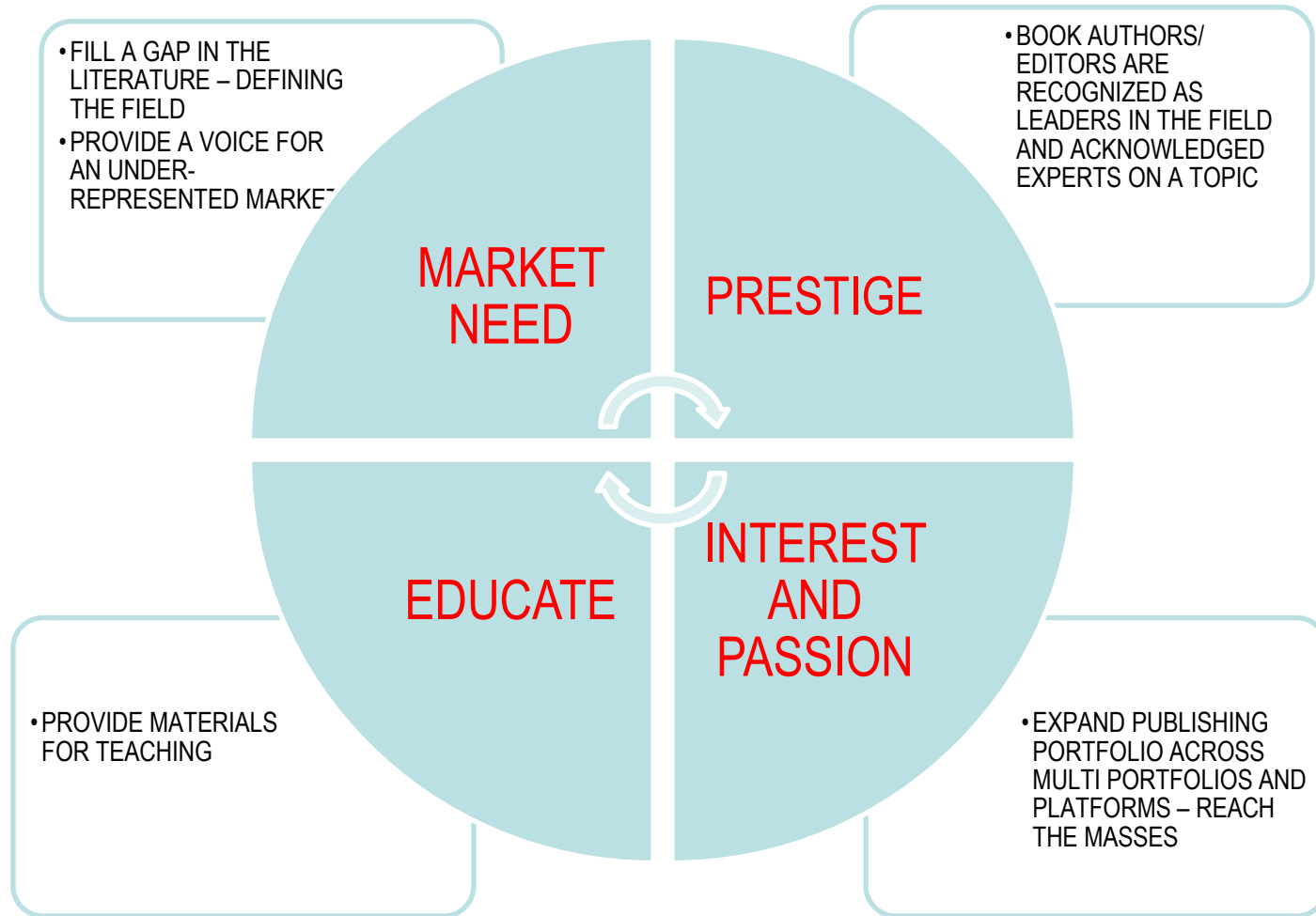
- Journal activity
- Research trends
- Innovation investments



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MARKET

Motivations to publish books



Why publish with Elsevier?

- Global distribution
- Innovation
- Quality
- Editorial commitment



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Global Distribution: Who we serve



Researchers



Health Practitioners



Faculty & Students



Pharma Companies



Librarians



Societies



Engineers

Professionals



General Public



Food Science

Computer Science

Finance

Economics

Biomedical Research

Physics

Engineering

Chemical Engineering

Neuroscience

Computer Security

Security & Forensics

Materials Science

Geoscience

Energy & Renewables

Chemistry

Biological Sciences

Math

Oil & Gas



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Global Distribution: Information Philanthropy



Publishers provide free or low cost access to thousands of peer-reviewed journals to public institutions in over 100 developing countries

Innovation

ScienceDirect

evolve

MEDai
accurate impactable solutions



PathologyConsult

GOLD
STANDARD

informed decisions
BETTER OUTCOMES

EMBASE.com

reaxys
Innovation from CrossFire Beilstein

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Reference Modules

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Quality



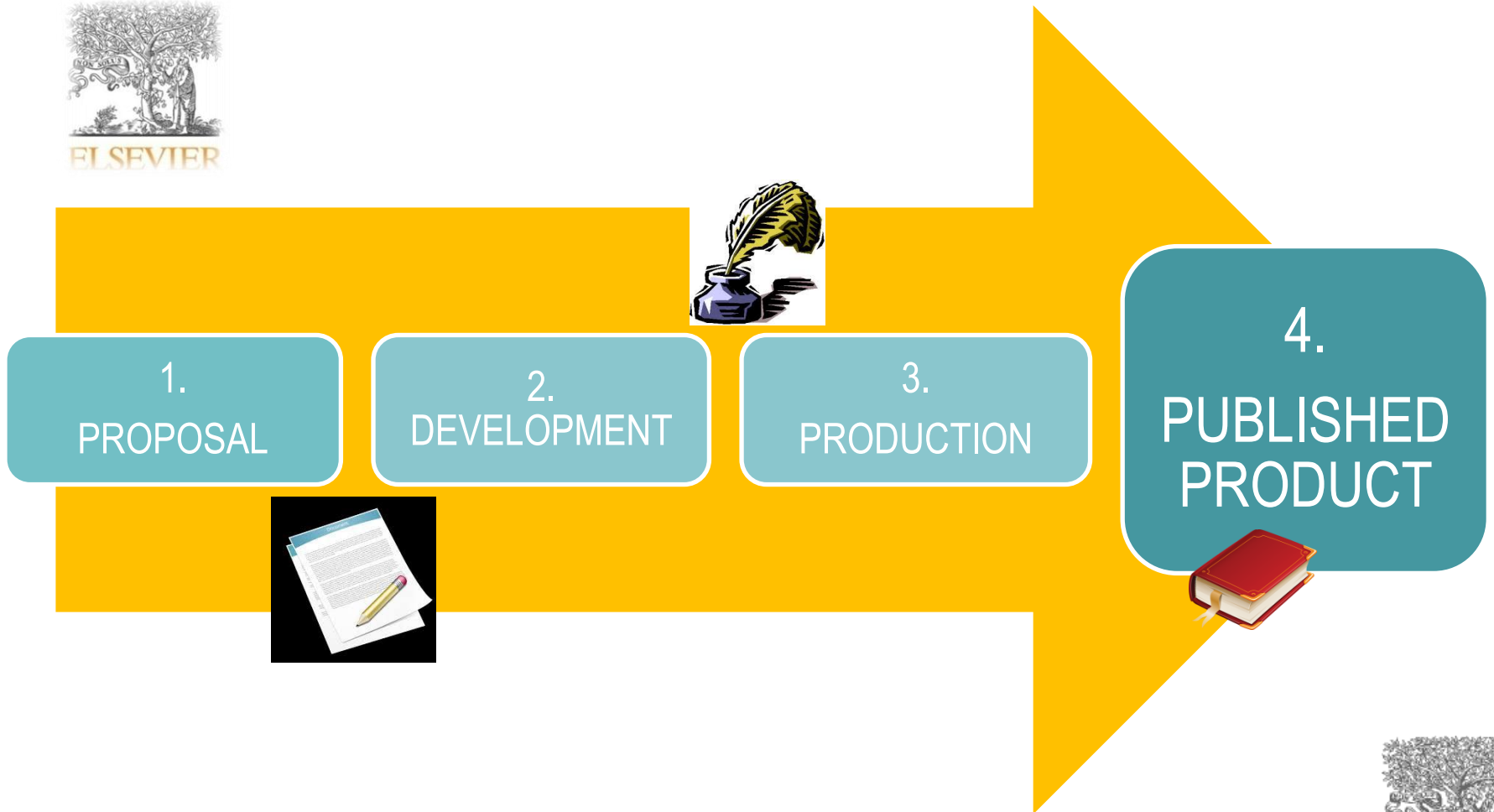
ELSEVIER Most Influential Publisher of the Last 100 Years in Biomedicine and the Life Sciences



Editorial Commitment to Excellence

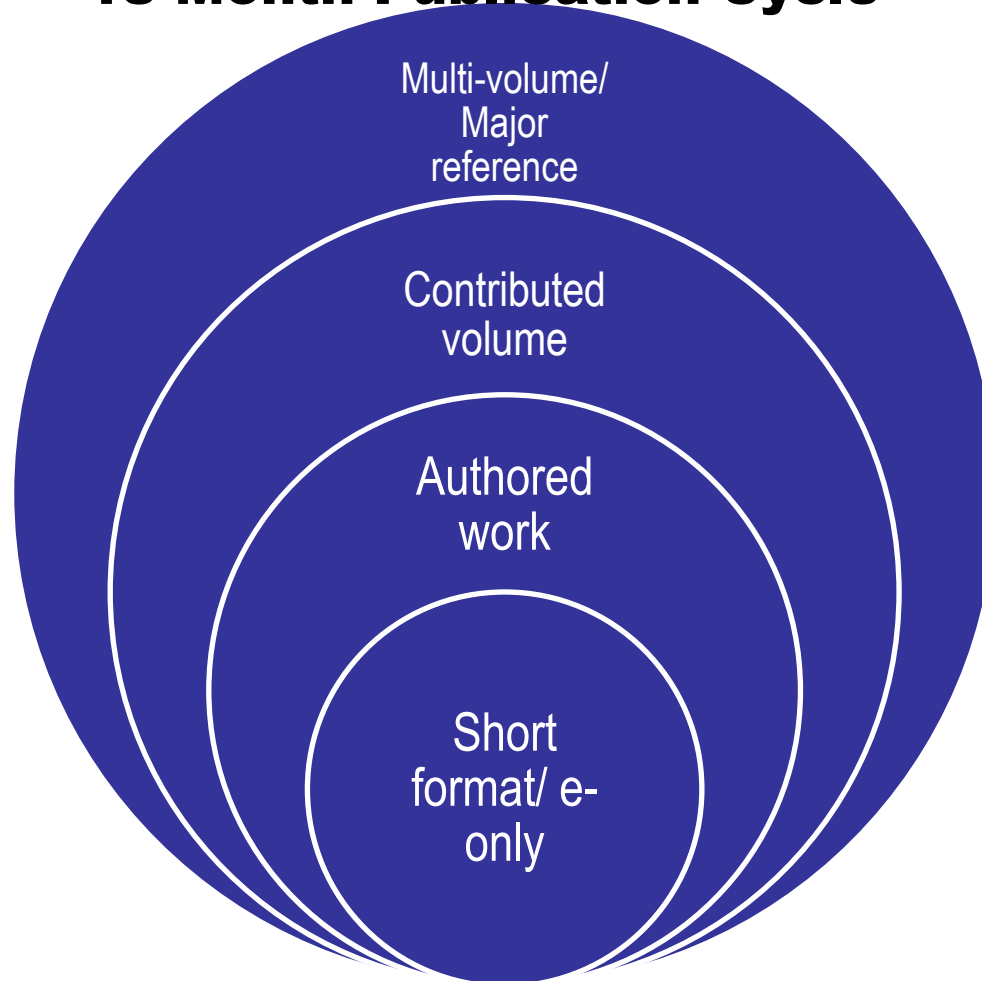


The process



Types of content

18 Month Publication Cycle



10 Week Publication Cycle



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Prequalifying proposals

- Ensure the author holds a graduate-level degree; scientific authors should hold a doctorate (PhD or MD equivalent)
- Verify that the author is established and respected in their field
- Ensure the author can clearly define the audience for the work by asking for related courses or courses of study and/or related titles.
- Ask the author to identify how their book will satisfy a market need that no other available book/website satisfies.
- Ask the author to identify at least one related Elsevier title.
- Confirm that the audience for the work is scientific/ technical. Books for a general audience with no scientific or technical education are not well-placed with Elsevier.
- Ask that the author provide the names of 3-5 potential reviewers of the work who are not affiliated with the same institution
- Define the scope of the work – number of pages, need for color, need for a companion site, related material that may be incorporated to improve the package.



NEXT STEPS?

Thank you!



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