

# Leading Academic Resources from Cambridge University Press

**Leszek Czerwinski**

**Regional Sales Manager for Central and Eastern Europe and CIS**

# Publishing at Cambridge

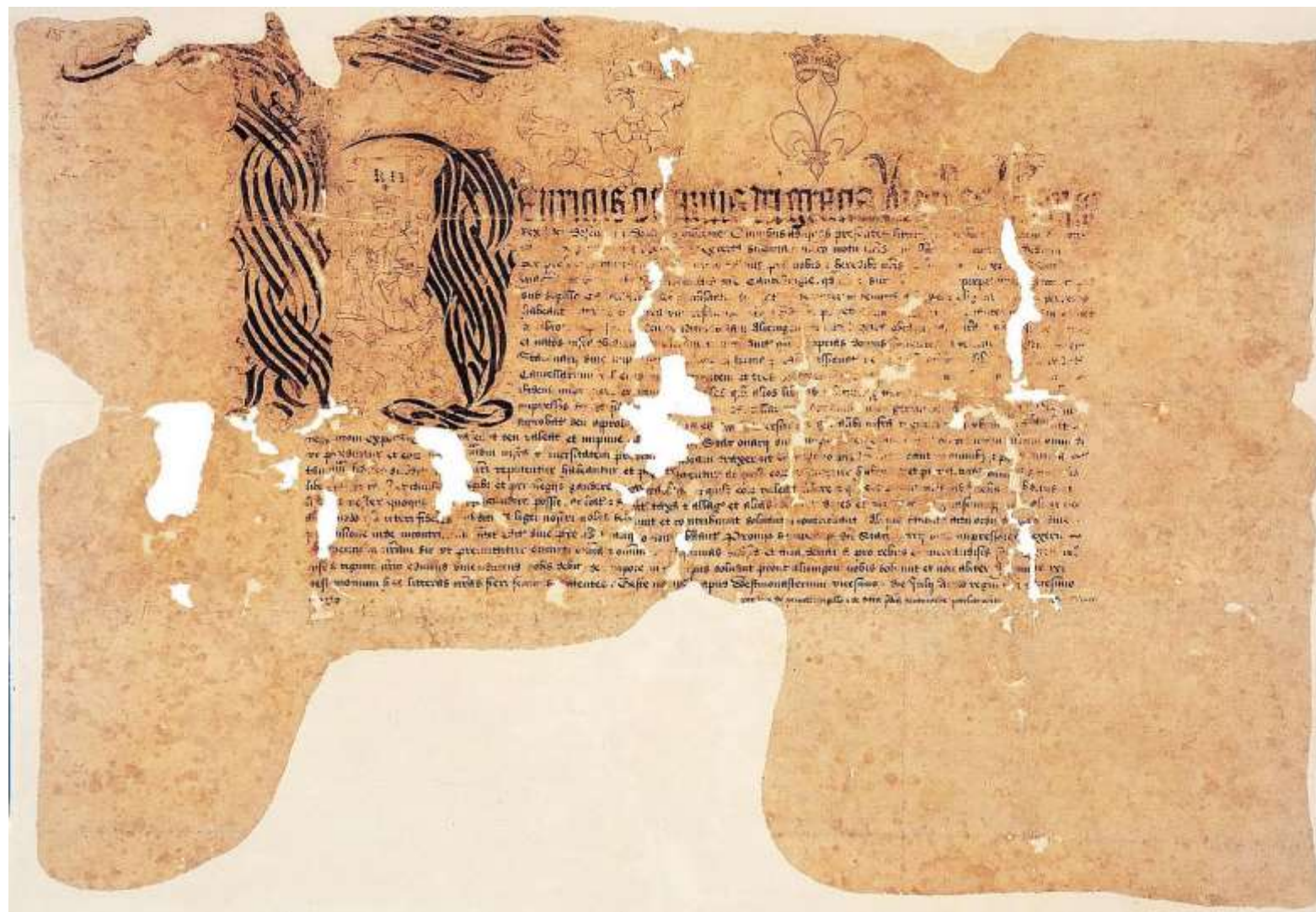
One of the oldest  
publishers in the world,  
since 1584



# Publishing at Cambridge

- It was founded on a royal Letter Patent to the University by Henry VIII in 1534
- The first Press book was printed in 1584.





# Publishing at Cambridge

- One of the largest academic and educational publishers in the world
- Publishing over 1,500 books a year and over 390 journals



# Cambridge University Press: Quality not Quantity

- Our main goal is to publish journals and books of highest academic quality
- „Unlocking potential with the best learning and research solutions”



The University Press  
Syndicate:  
a committee of senior  
academics who must  
approve all offers of  
publication

Every single title  
undergoes a rigorous  
quality-control process



# Subjects and Strengths of Cambridge Journals





# Multi-disciplinary Publisher

## STM

Agriculture

Animal Science

Aquatic Science

Biology

Biomedical Science

Computer Science

Earth & Atmospheric Science

Ecology & Conservation

Engineering

Mathematics

Materials Research

Medical Policy

Neuroscience

Nutrition

Physical Science

Psychology & Psychiatry

## HSS

African Studies

American Studies

Archaeology & Anthropology

Architecture

Asian Studies

Business Studies

Classical Studies

Cultural Studies

Economics

History

Law

Language & Linguistics

Literary Studies

Philosophy

Politics & International Relations

Religious Studies

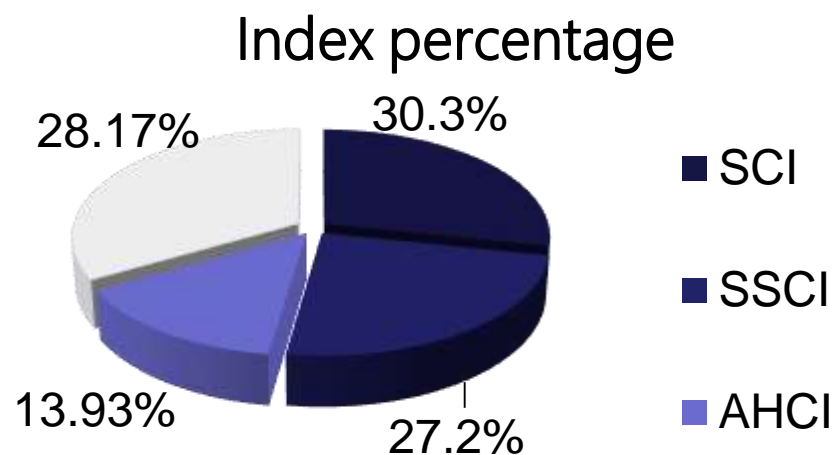
Social Studies



## Cambridge Journals-Basic Info

Medium-sized journal publisher, 390 journals

- 57% HSS/ 43% STM by no. of titles
- 45% HSS/ 55% STM by no. of volumes
- 60% proprietor/40% owned
- 5 titles are number 1 in their categories, 16 journals rank top 5; 32 top 10 journals
- All our journals are published online via our own platform, Cambridge Core.



# New Journals in 2019

Cambridge University Press



## 2019 new Journals

- In 2019 we will add 10 new Journals to our Full collection
- 8 of them are paid societies Journals
- 2 of them are OA titles
- The value of newly added titles is about 2600 GBP



# 2019 new paid subscription Journals

- Canadian Journal of Mathematics
- Canadian Mathematical Bulletin
- Evolutionary Human Sciences
- Nationalities Papers
- Religion and American Culture
- Renaissance Quarterly
- Studies in Church History
- Yearbook for Traditional Music



# 2019 new OA Journals

- German Law Journal
- Law & Social Inquiry



# Cambridge Core ebooks

Over 36,000 titles now available



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# Cambridge University Press

- Publishes high-quality academic content across Cambridge Core, including research monographs, reference works and textbooks.
- We are widely respected as a global leader in publishing in subjects as diverse as astronomy, Shakespeare studies, economics, mathematics and politics.





Our efforts to publish high quality books show good results:

- over 540 awards for CUP books in the last 4 years
  - PROSE – 57 awards
  - CHOICE – 64 awards
- 97 Nobel prizewinning authors



# PROSE Awards

- The most prestigious prizes in academic publishing awarded by Association of American Publishers (AAP) .
- In the latest edition we had:
  - **7** category winners
  - **21** nominations,
- This is making us the most successful publisher, ahead of OUP, Wiley, Springer and Elsevier.



# Humanities & Social Sciences

A leading publisher of:

- Politics & International Relations (No.1 in books and Journals)
- Law
- Linguistics
- Economics
- History
- Area Studies
- Classical Studies



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# Science, Technology and Medicine:

<b>Mathematics</b>	<b>Leader</b>
<b>Statistics</b>	<b>Top 4 (Leader in actuarial math: Springer, Wiley, T&amp;F)</b>
<b>Computer Science</b>	<b>Top 4 (Leader in machine learning: Springer, Wiley, MIT)</b>
<b>Physics</b>	<b>Leader</b>
<b>Earth Science</b>	<b>Leader</b>
<b>Astronomy</b>	<b>Leader</b>
<b>Engineering</b>	<b>Top 4 (Leader in communications, information theory: Springer, Wiley, Pearson)</b>
<b>Life Sciences</b>	<b>Top 4 (Oxford, Springer, Elsevier)</b>
<b>Medicine</b>	<b>Top 6 (Leader in mental health: Elsevier, Oxford, Lippincott, Wiley, Springer)</b>



# Remarkable Cambridge books in S&T

- **Principles of Optics**, 7<sup>th</sup> Edition, by Emil Wolf and Max Born. The most highly-cited physics book of the 20<sup>th</sup> century, with more than 52,000 citations on Google Scholar
- **The Art of Electronics**: sold 30,000 copies of the 3<sup>rd</sup> edition in 18 months, sold almost **500,000** copies of all 3 editions!!!
- **Quantum Mechanics**: new edition of David Griffith's classic undergraduate textbook



# Ebooks on Cambridge Core

**30,440**

ebooks published  
by CUP on  
Cambridge Core

**16,665**

Core exclusive ebooks



Cambridge  
Core



**55%**

of Cambridge University Press  
ebooks are **only available on**  
Cambridge Core



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# Ebooks – how to buy?

- Pick and Choose (minimum of 5 titles on first order) Price list on the Core website
- Discounted Collections
  - Essential Ebooks
  - Hot Topics collections
- Evidence Based Acquisition



# Essential ebook Collections

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## Essential ebook Collections For Institutions

- Top 50 best-selling titles within this subject area over the past two years
- 10% discount

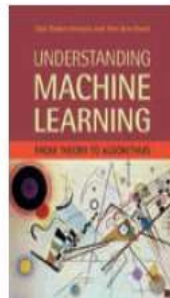


### ESSENTIAL ASTRONOMY

The Top 50 ebooks in  
Astronomy

**Including:**

- » **Turn Left at Orion**  
Fourth Edition  
Hundreds of Night Sky Objects to See  
in a Home Telescope - and How to  
Find Them

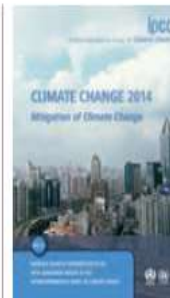


### ESSENTIAL COMPUTER SCIENCE

The Top 50 ebooks in  
Computer Science

**Including:**

- » **Understanding Machine Learning**  
From Theory to Algorithms  
Shai Shalev-Shwartz and Shai Ben-David
- » **Programming with Mathematica®**  
An Introduction



### ESSENTIAL EARTH & ENVIRONMENTAL SCIENCE

The Top 50 ebooks in Earth  
& Environmental Science

**Including:**

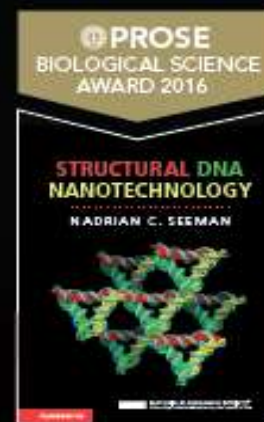
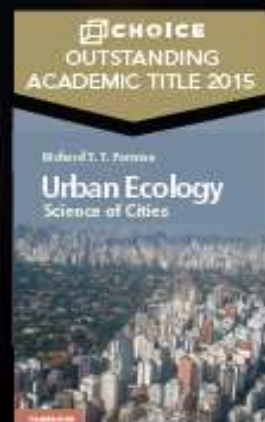
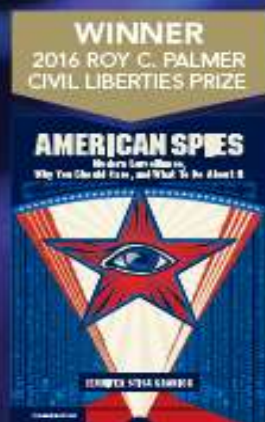
- » **Climate Change 2014: Mitigation of  
Climate Change**  
Intergovernmental Panel on Climate Change



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# The **Hot Topics** collections contain four award winning titles:



## Pricing

If you are interested in a more tailored collection via pick and choose, please contact your sales representative or use the relevant contact details on the back of this leaflet for pricing options.

Please note these titles are also available to purchase in print.

Collection Name	No. of titles	Price GBP	Price EUR	Price USD
Systems biology	14	1,690	2,070	2,640
Data privacy & protection	15	1,625	1,995	2,550
Nanotechnology	38	4,860	5,970	7,660
Neuroscience	41	4,900	6,015	7,700
Ecology & environment	51	6,235	7,635	9,735
Petroleum science	53	6,600	8,115	10,425
Energy	86	10,355	12,720	16,305



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# Evidence Based Acquisition



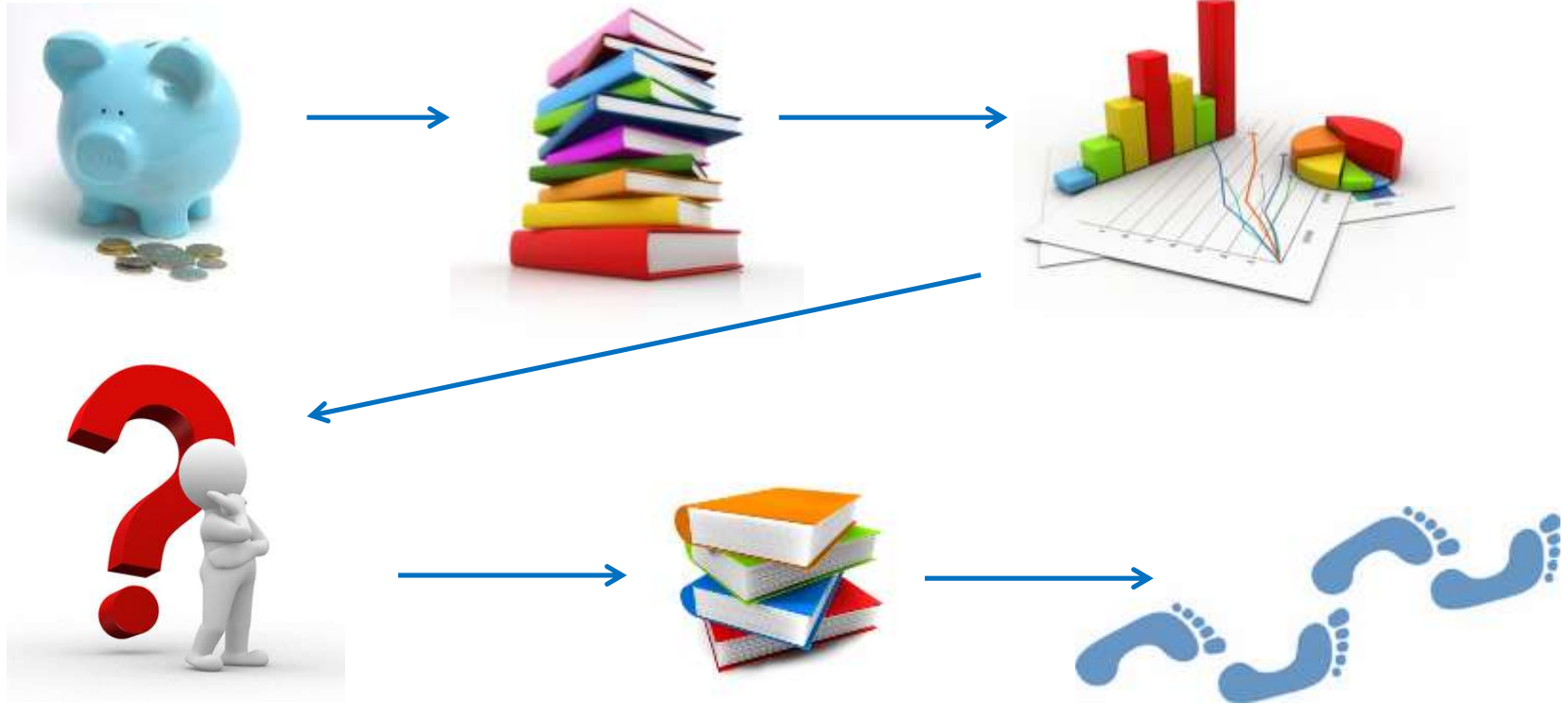
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# What is Evidence Based Acquisition (EBA)?

Institutions are given access to an extensive online collection of Cambridge and partner press ebooks, before they make decisions about which titles to buy access to in perpetuity at the end of the subscription period.



# How does EBA work?



# Payment



- Upfront payment – no extra fees
- Flexible pricing based on
  - book collection size
  - length of access



# Access



- Access can be granted any time after payment
- 6 or 12 month duration
- FREE full MARC Records provided
- DRM free, unlimited concurrency
- Newly published titles added monthly
- 36,000+ online titles available



# Statistics



- Usage statistics provided at any time
- Final statistics provided at end
- Detailed data



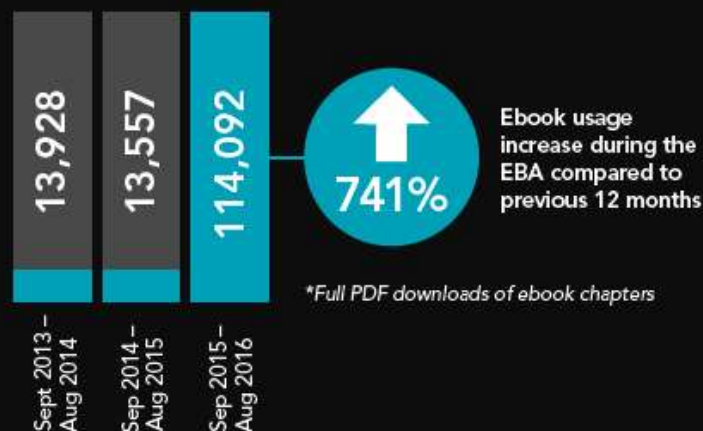
# Evidence Based Acquisition

## A case-study

Example University, UK JISC band 4

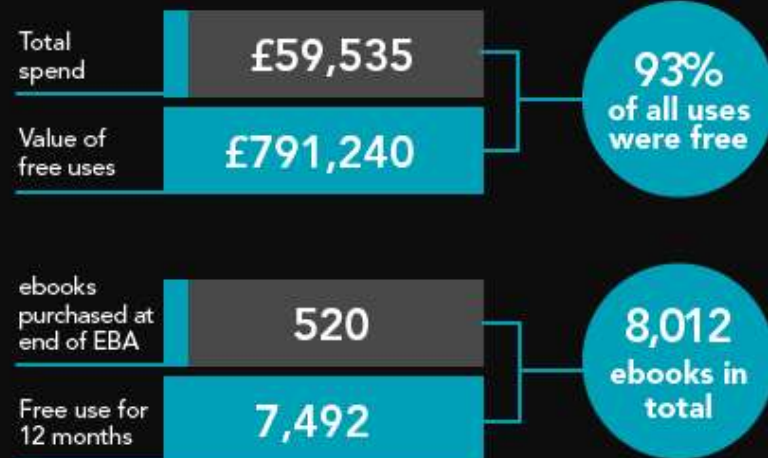
Example University is a top 25 ranked UK institution, who had previously purchased ebooks under a pick and choose model, and signed up for an EBA from September 2015 – August 2016

## Previous ebook usage\*



# Visualising data

## Usage Statistics Analysis



Find out how Evidence Based Acquisition can help your institution also make informed, data-driven decisions

[cambridge.org/core-eba](http://cambridge.org/core-eba)



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# Decision making



- Choose books with your prepayment
  - Access is maintained while choices are made
  - You are in control!
    - Statistics provided
- also other criteria:
- reading lists
  - current stock
  - course knowledge
  - Publication date



# Ownership



- Perpetual ownership to chosen titles



# Available Collections

Subject	Rough number of titles	Rough listprice value in GBP	Deposit for 12 months access	Deposit for 6 months access
All Cambridge / FULL coll	34000	£ 3,440,000	£ 34,400	£ 20,640
HSS	26000	£ 2,500,000	£ 25,000	£ 15,000
Social Sciences	17547	£ 1,620,000	£ 16,200	£ 9,720
Humanities	10804	£ 990,000	£ 17,820	£ 10,692
STM	8571	£ 975,000	£ 17,550	£ 10,530



# Available Collections

Subject	Rough number of titles	Rough listprice value in GBP	Deposit for 12 months access	Deposit for 6 months access
History	8342	£ 665,000	£ 6,000	£ 3,600
Politics & IR	4145	£ 450,000	£ 8,000	£ 4,800
Literature	3651	£ 305,000	£ 6,000	£ 3,600
Philosophy	2336	£ 255,000	£ 6,000	£ 3,600
Law	2328	£ 240,000	£ 8,000	£ 4,800
Mathematics	2201	£ 240,000	£ 8,000	£ 4,800
Life Sciences	1897	£ 194,000	£ 6,000	£ 3,600
Economics	1735	£ 191,000	£ 6,000	£ 3,600
Medicine	1423	£ 185,000	£ 6,000	£ 3,600
Religion	1829	£ 165,000	£ 4,000	£ 2,400
Engineering	1198	£ 160,000	£ 6,000	£ 3,600
Sociology	1437	£ 152,000	£ 4,000	£ 2,400
Language & Linguistics	1238	£ 143,000	£ 4,000	£ 2,400
Physics	1143	£ 138,000	£ 6,000	£ 3,600
Classical Studies	1619	£ 130,000	£ 4,000	£ 2,400
Psychology	994	£ 112,000	£ 6,000	£ 3,600
Earth & Environmental Sci	969	£ 99,000	£ 6,000	£ 3,600
Computer Science	640	£ 86,000	£ 4,000	£ 2,400
Anthropology	733	£ 70,000	£ 3,000	£ 1,800
Music	612	£ 50,000	£ 3,000	£ 1,800
Archaeology	614	£ 50,000	£ 3,000	£ 1,800
Statistics & Probability	368	£ 48,000	£ 4,000	£ 2,400
Management	403	£ 48,000	£ 4,000	£ 2,400



# Vilnius University Lithuania

Access : February 2016- February 2017

FULL collection, only the newest titles (last 3 years)

Deposit 14000 GBP

6897 downloads

4183 downloads from ebooks that they purchased

2714 downloads from not books that were not purchased – free downloads (about 40%)

139 ebooks bought in perpetuity

**Renewal for FULL collection from June 2018!**

**46600 donwloads already after 9 months of access!!!**



# Nazarbayev University Kazakhstan

Access : January 2018- Decemebr 2018

FULL collection,

Deposit 30000 GBP

15612 downloads

2217 ebooks used

312 ebooked purchased

1905 ebooks used for free (about 85%)

**Renewed FULL collection for 2019!**



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# Wroclaw Medical University Poland

Access 06.2017- 05.2018

Medical collection about 1400 titles

Deposit 6000 GBP

6900 downloads

Downloads from 260 ebooks

35 ebooks purchased.

225 ebooks used for free – list price of these titles id about 32000 GBP!

Cost per download 0,59 GBP !

**Renewal from June 2018!**

**6313 downloads already for just 5 months!!!**



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# Wroclaw University

Access 11.2017- 10.2018

2 collections - Law and Economics (from 2015)

Deposit 3400 GBP

6050 downloads in 11 months

263 ebooks used – list price of these titles is about 25000 GBP!

37 books purchased so 226 ebooks were used for free

Cost per download is 0,46 GBP!





Coming soon from CAMBRIDGE

Multimedia Fluid Mechanics Online

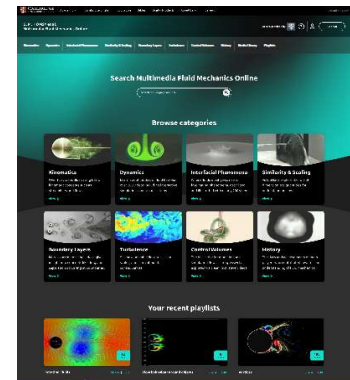
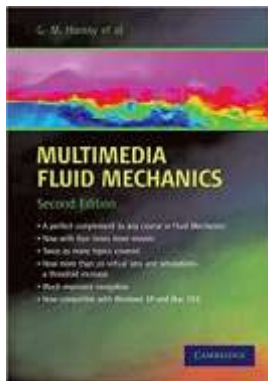


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# Multimedia Fluid Mechanics *Online*

- Georg M. Homsy (editor)
- An online edition of the very successful book + DVD
- Successful because fluid mechanics is very visual and very complex
- Online Edition demo =

<http://s9k1q13gksam972up9jdrcx4edvbg4w2oksx9u24vxk4ehpuyd74m60b bvi9.s3-website-us-east-1.amazonaws.com/page-638.html>



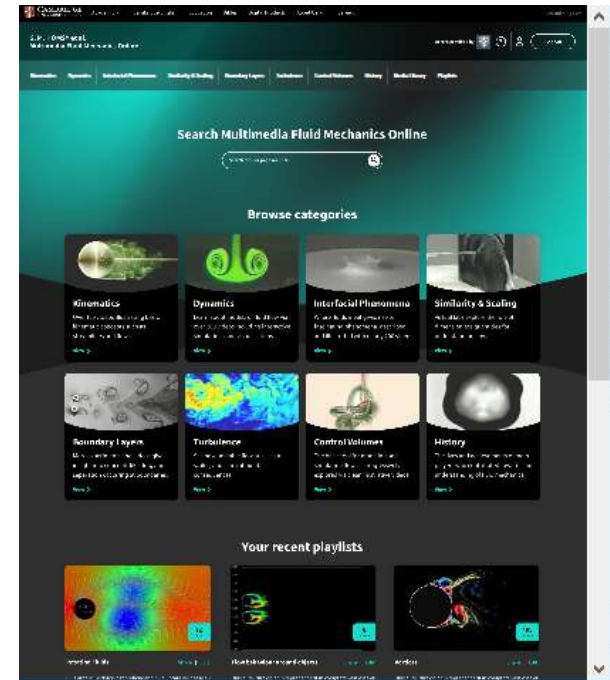
# Edition information

**New Interface for web/mobile**

**Browser-based  
(Firefox/Chrome)**

**Works on all platforms**

**Simulations and labs  
rebuilt to work without  
plug-ins**



# Features

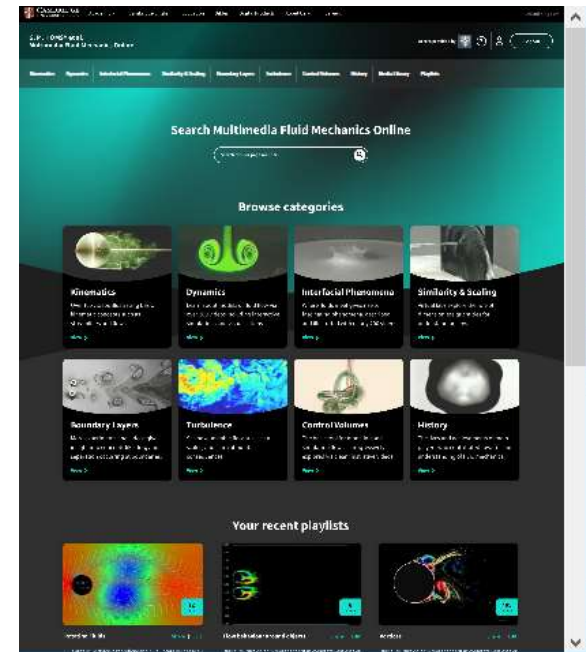
1. Visual coherent accompaniment to any Fluids course
2. Explanatory text linked to images
3. Interactive labs and simulations

No other collection has the breadth;

No other collection has interactivity

No other collection has pedagogic text linked to visuals

No other collection has playlists



**Thank you!**

Leszek Czerwinski

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**Questions?**



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