

Cambridge Core- Ebook purchasing models, discoverability and key information

Cambridge University Press



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What is Cambridge Core?

Cambridge Core is the academic platform bringing together over 32,000 ebooks and 380 journals.

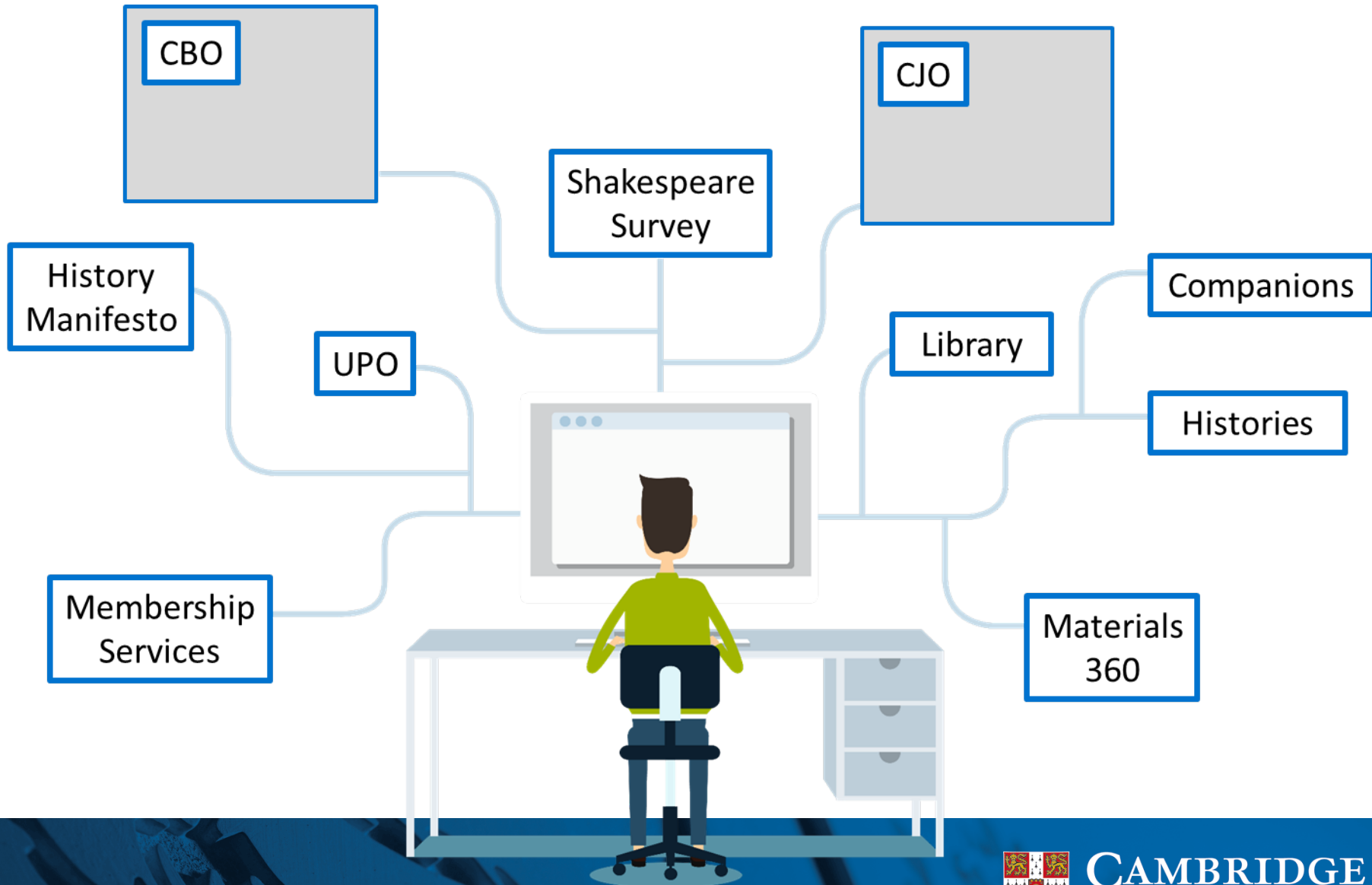


Why?

- To Bring together our **journals and books** content into a single platform
- To Redesign to create the best **user experience**
- And to Create a **stable and high performing technology base** to support current needs *and* future growth



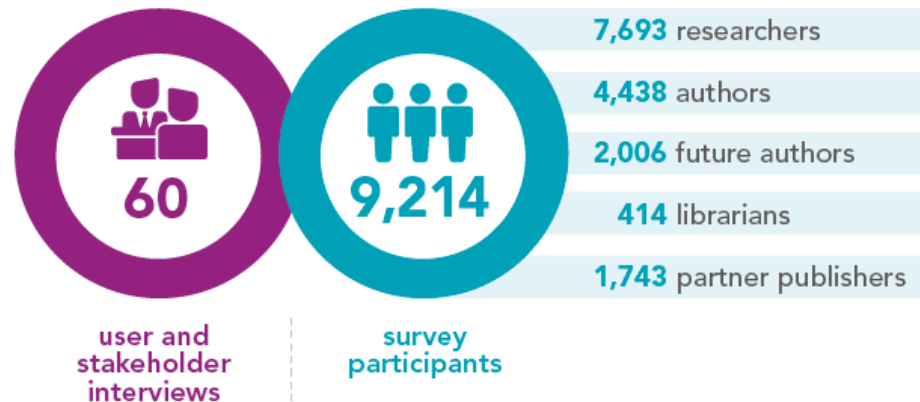
Content previously on multiple platforms



How was Cambridge Core built?

- **Market research** included 50+ user interviews and survey of 9,000+ people
- The needs of our users informed the creation of the platform with **regular user testing and feedback** throughout the development

Creating Cambridge Core



What's on Cambridge Core?

- Over 1.4 million articles and 740,000 chapters across 30 subjects
- Ebooks previously on Cambridge Books Online, partner publisher titles, Cambridge Histories, Cambridge Companions, Shakespeare Survey
- Cambridge journals and the Cambridge Journal Digital Archive



Anthem Press

BOYDELL & BREWER

Boydell & Brewer

EDINBURGH
University Press

Edinburgh University Press

Collections



Emirates Center for Strategic Studies and Research



Foundation Books



ISEAS-Yusof Ishak Institute



Jagiellonian University Press



Liverpool University Press



Mathematical Association of America



Royal Economic Society

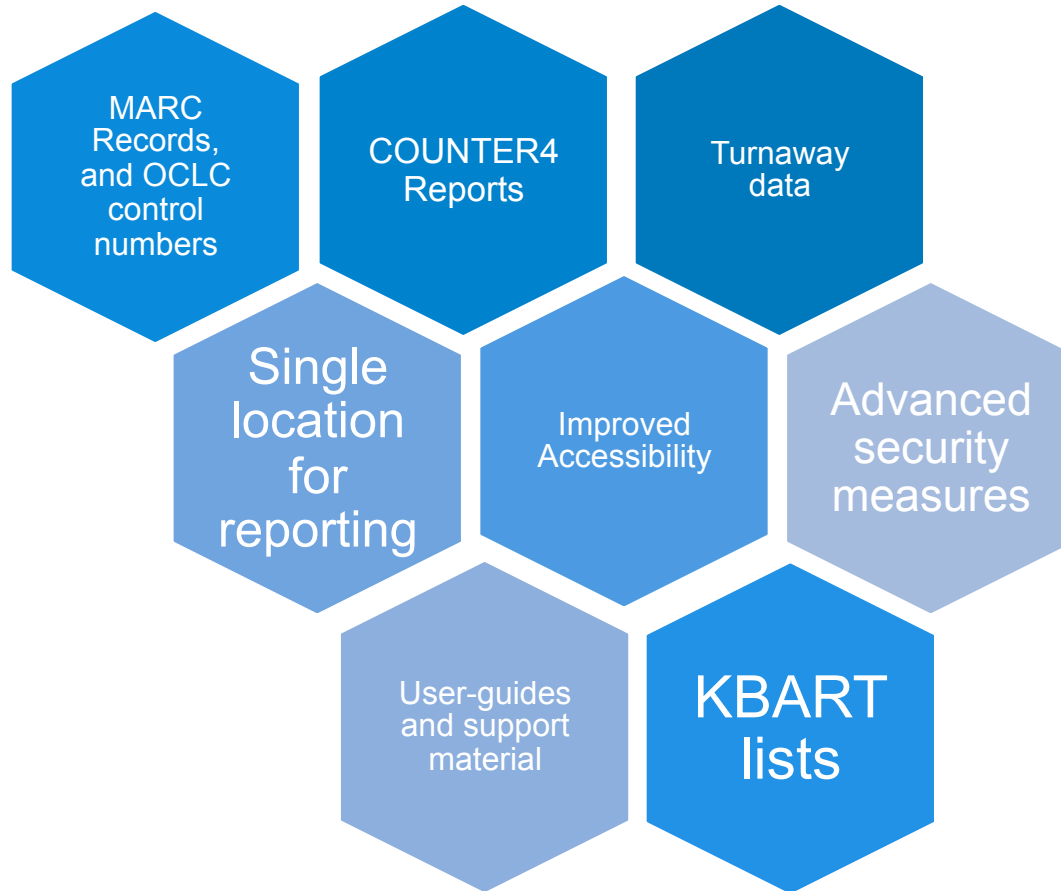


The University of Adelaide Press



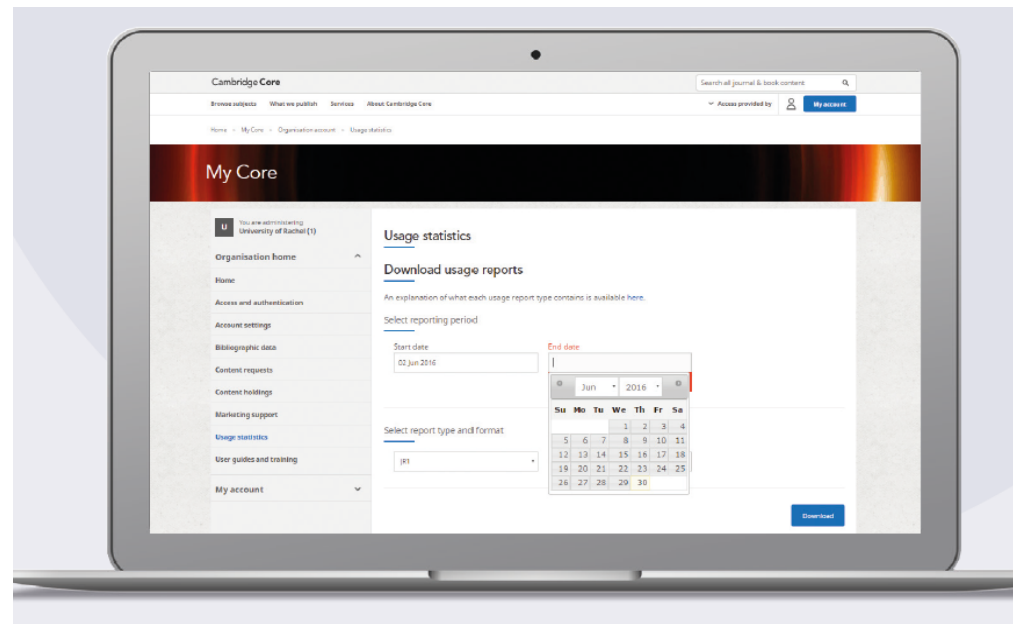
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What does Cambridge Core offer librarians?



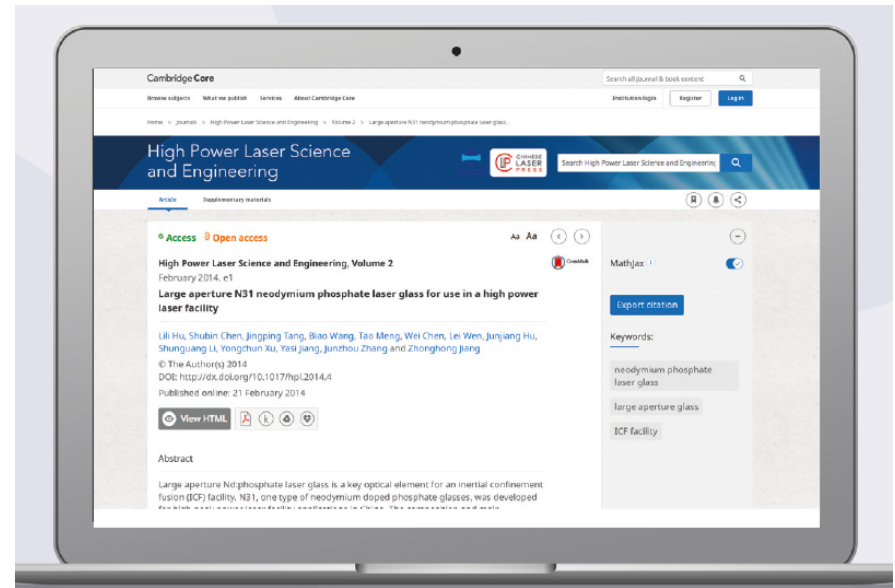
Improved reporting functionality

- Dedicated area for librarian administrators- 'My account'
- COUNTER Reports including ebooks, journals, OA and platform usage
- Single location for ebooks and journals reports



Improved Accessibility

- Accessible to as many users as possible including visually impaired
- Skip links for screen readers
- Clear and consistent navigation and page structure
- Easily increase text size



What does Cambridge Core offer researchers?

Userguides and support material

Advanced faceted search option

Exact title match for searches

Easy citation with EasyBib

Ebooks and journals in a single location

Cambridge Core Reader with HTML functionality

Send content to DropBox, Google Drive and Kindle

Accessibility features for visually impaired

Responsive site for mobiles and tablets

Download multiple items or multiple citations



Ebook purchase models on Cambridge Core



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Key information that applies to all models

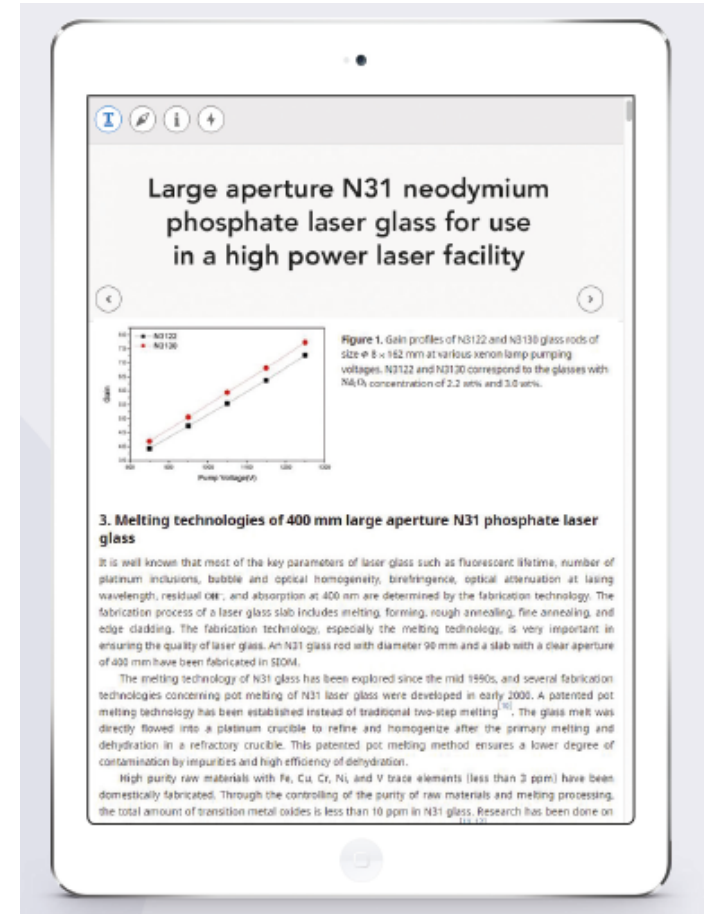
- All models offer perpetual purchase rights
- All models offer unlimited user concurrency
- All models are DRM free
- All models require an annual hosting fee of 300 GBP
- Hosting fees can be waived each year if:
 - you subscribe to journals or any other databases from CUP
 - You purchase at least one additional ebook title that year



Ebook purchase options

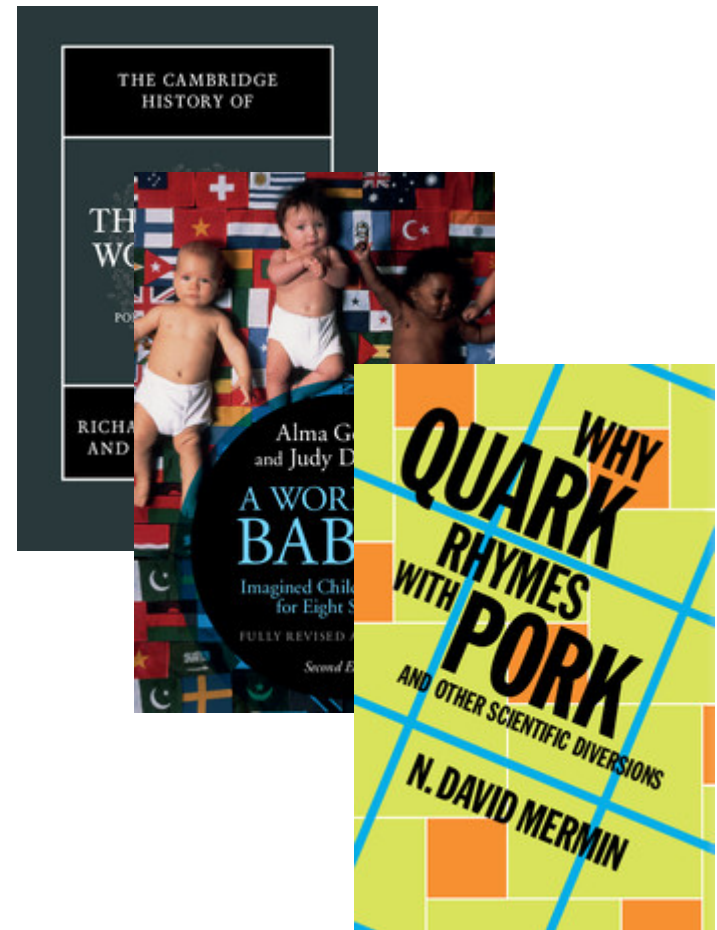
Options available include:

1. Title-by-title
2. Collection building (Existing subject and other collections)
3. Advance Ordering & Librarian Self-service
4. Evidence Based Acquisition



1. Title-by-title ebook purchase

- Ebooks are available to purchase individually when you need them
- Simple pricing structure depending on type of book
- Why choose this option
 - quick purchase for reading lists
 - Ideal when small number of books needed or for occasional purchases
 - In response to monthly turnaway data or demands from faculty



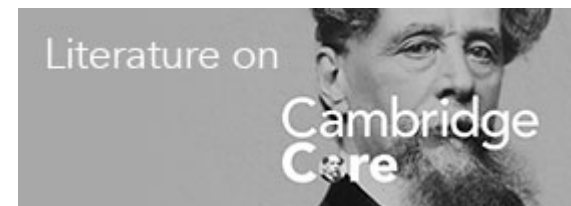
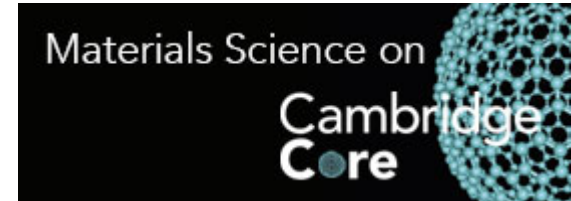
Price structure

- Books for Research: £85 GBP, \$135 USD, €105 Euro, \$158 AUD
- Coursebooks: £135 GBP, \$210 USD, €165 Euro, \$248 AUD
- Cambridge Library Collection: £50 GBP, \$80 USD, €65 Euro, \$99 AUD
- Textbooks: £300 GBP, \$500 USD, €375 Euro, \$594 AUD



2. Collection building- by subject

- Choose to buy all ebooks in a certain subject or sub-subject
- Across 30 subject areas
- Choose recent publications, series or full collections
- Why choose this option
 - Build ebook collection for particular faculty
 - When there's a new course running in an area you haven't previously purchased ebooks
 - Min 10% discount on pre-defined collections



Special collections- Essential ebooks

- Features 50 most popular ebooks in a particular subject
- Available across 15 key subjects from Astronomy to History to Politics

The screenshot displays the Cambridge Core website interface. At the top, the 'Cambridge Core' logo is on the left, and a search bar with the text 'Search all journal & book content' is on the right. Below the logo, there are navigation links: 'Browse subjects', 'What we publish', 'Services', and 'About Cambridge Core'. On the right side of the top navigation, there are icons for 'Access provided by', a user profile, and a 'My account' button, along with a 'Cart (0)' indicator.

The main content area features a dark banner with the text 'Essential Ebook Collection - Philosophy' over a background of a grid pattern. Below the banner, the page shows '50 results in Essential Ebook Collection - Philosophy'. A 'Type: Books (50)' filter is active. The results are sorted by 'Relevance' and a 'Save search' button is present. The page is on 'Page 1 of 3', with navigation links for 'First', 'Prev', '1', '2', '3', 'Next', and 'Last'. Two book entries are visible:

- Kierkegaard: Concluding Unscientific Postscript**
Edited and translated by *Alastair Hannay*
Print publication: 28 May 2009
Book ✔ Access Export Citation
[View description](#)
- An Introduction to Decision Theory**
Martin Peterson
Print publication: 14 May 2009
Book ✔ Access Export Citation
[View description](#)

On the left side, there is a 'Refine listing' section with a search bar and filters for 'Access' (Only show content I have access to (50)), 'Content type' (Chapters (908), Books (50)), and 'Author' (e.g. John Smith).



Special collections- Hot Topics



Data privacy
& protection

The image features a blue padlock icon overlaid on a background of binary code and hexadecimal characters, symbolizing digital security and data protection.



Ecology &
environment

The image shows a satellite view of Earth with a semi-transparent circular overlay containing a white cyclone or storm, representing environmental science and ecology.



Energy

The image depicts a city at night with a large electrical transmission tower in the foreground, set against a backdrop of mountains and a sunset sky, representing energy production and distribution.



Nanotechnology

The image shows a network of white nodes connected by lines, representing a molecular or nanoscale structure, symbolizing nanotechnology.



Neuroscience

The image features a network of blue and pink nodes connected by lines, representing neural connections and brain activity, symbolizing neuroscience.



Petroleum
science

The image shows the silhouette of an offshore oil rig against a bright orange and yellow sunset sky, representing petroleum science and energy extraction.



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3. Advance Ordering & Librarian Self-service

- Advance Ordering- get access to all Cambridge ebooks as soon as they become available
- Librarian self-service enables you to buy titles directly on Cambridge Core without having to speak to your Cambridge University Press contact.
 - This is ideal if you want immediate access to selected titles
 - Perfect for selecting titles requested by your faculty or looking at turnaway data

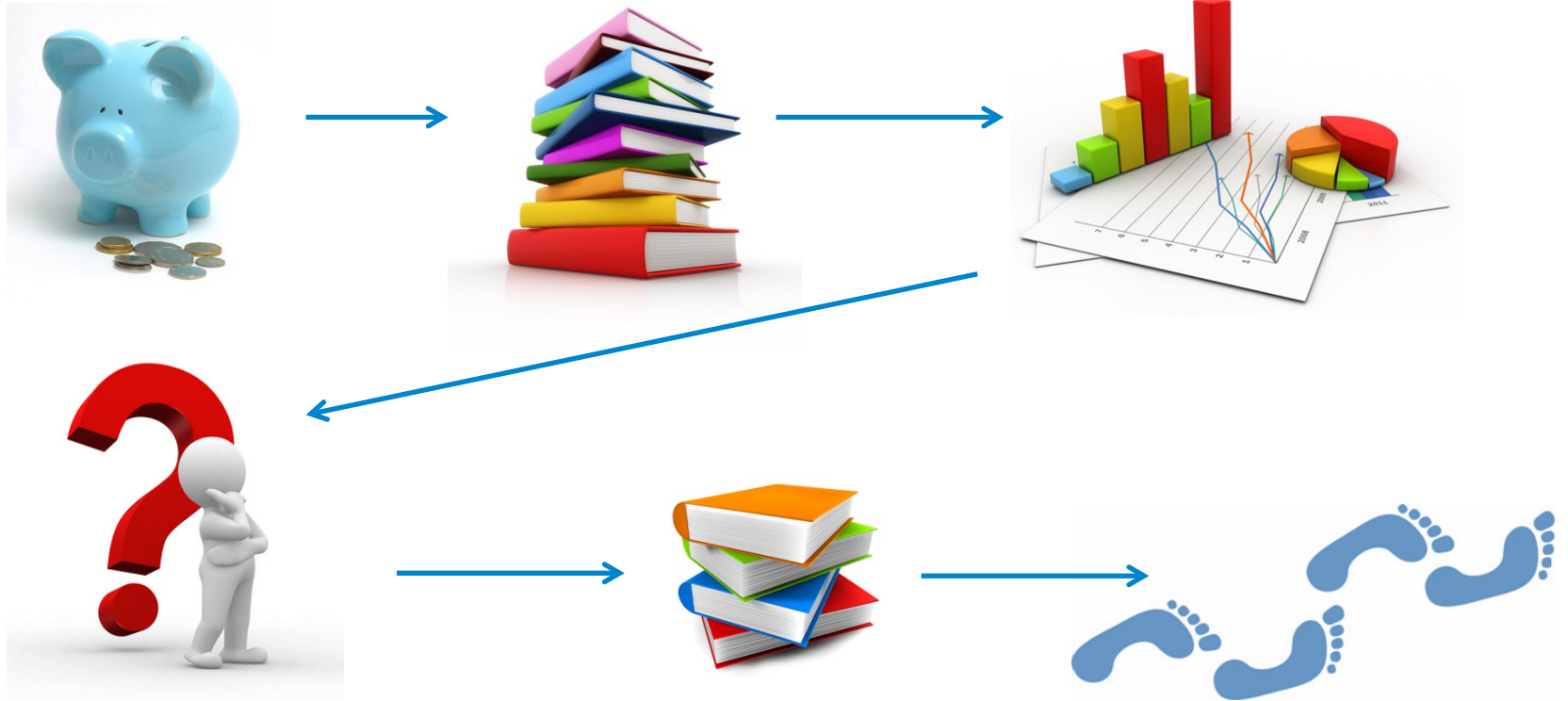


4. What is Evidence Based Acquisition (EBA)?

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?



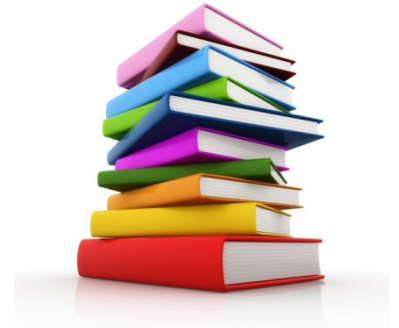
Payment



- Upfront payment – no extra fees
- Flexible and discounted 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
- 32,000+ online titles available



Statistics



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



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



MARC Records, third party discovery services and discoverability



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How to extract MARC Records

ns/marc-records Cambridge University Press...

Home > Services > Librarians > MARC records

Services for librarians

All services **Librarians** Authors Agents Corporates Publishing partners Open access policies

Librarians

- KBART
- MARC records**
- Purchasing models
- Cambridge Core URL mapping
- Evidence based acquisition
- Developing country programme
- Catalogues and resources
- Other digital products
- Frequently asked questions
- User guides
- Cambridge Journals digital archive
- Price list

MARC records

From this page you can download Bibliographic Data for all ebooks on Cambridge Core.

If you are an institutional administrator and you wish to download bibliographic data specifically for your institution's holdings, please log in above using your account administrator email address and password. You will then be able to access MARC and KBART files and OCLC numbers for your organisation by clicking 'Bibliographic Data' in your account menu.

If you do not have an organisation account, you can [request an administrator account by filling out this form](#).

Desired output

MARC records
 OCLC numbers


Select content

Open access books
 Collection
 Publisher

Limit by date (optional)

Restrict your selections in a certain date range.

From To

I'm not a robot  [Privacy](#) [Terms](#)

[Download](#)



How to extract MARC Records for titles you have access to

The screenshot shows a web browser window with the URL `http://core-cms.product.q...`. The page title is "My Core". The user is logged in as an administrator for the "University of Rachel". The left-hand navigation menu includes "Organisation home", "Home", "Access and authentication", "Account settings", "Content requests", "Bibliographic data" (highlighted with a red circle), "Marketing support", "User guides and training", "Usage statistics", "Content holdings", and "My account". The main content area is titled "Bibliographic data" and contains the following sections:

- Select Record Format:** Radio buttons for "MARC records" (selected), "OCLC control numbers", and "KBART files".
- Select content:** A section titled "Identify the content you want to retrieve MARC records for." with tabs for "By organisation" (selected), "By order", and "By identifiers". Below this, it says "Download MARC records for all books your organisation has access to." and has radio buttons for "College of Rachel", "Consortium of Rachel", and "University of Rachel" (selected, highlighted with a red circle).
- Limit by date:** A section titled "Limit by date" with the instruction "Restrict your selections to books published in a certain date range." and two input fields for "From" and "To".

A blue "Download" button is located at the bottom right of the main content area.

- Organisational administrators can log in to their account to access MARC Records in the 'My Core' area
- In the left hand menu select Bibliographic data
- You can now download MARC Records for books you have access to, plus OCLC Control numbers and KBART files



Which Discovery Partners do we work with?

Discovery Platform
Providers



SFX



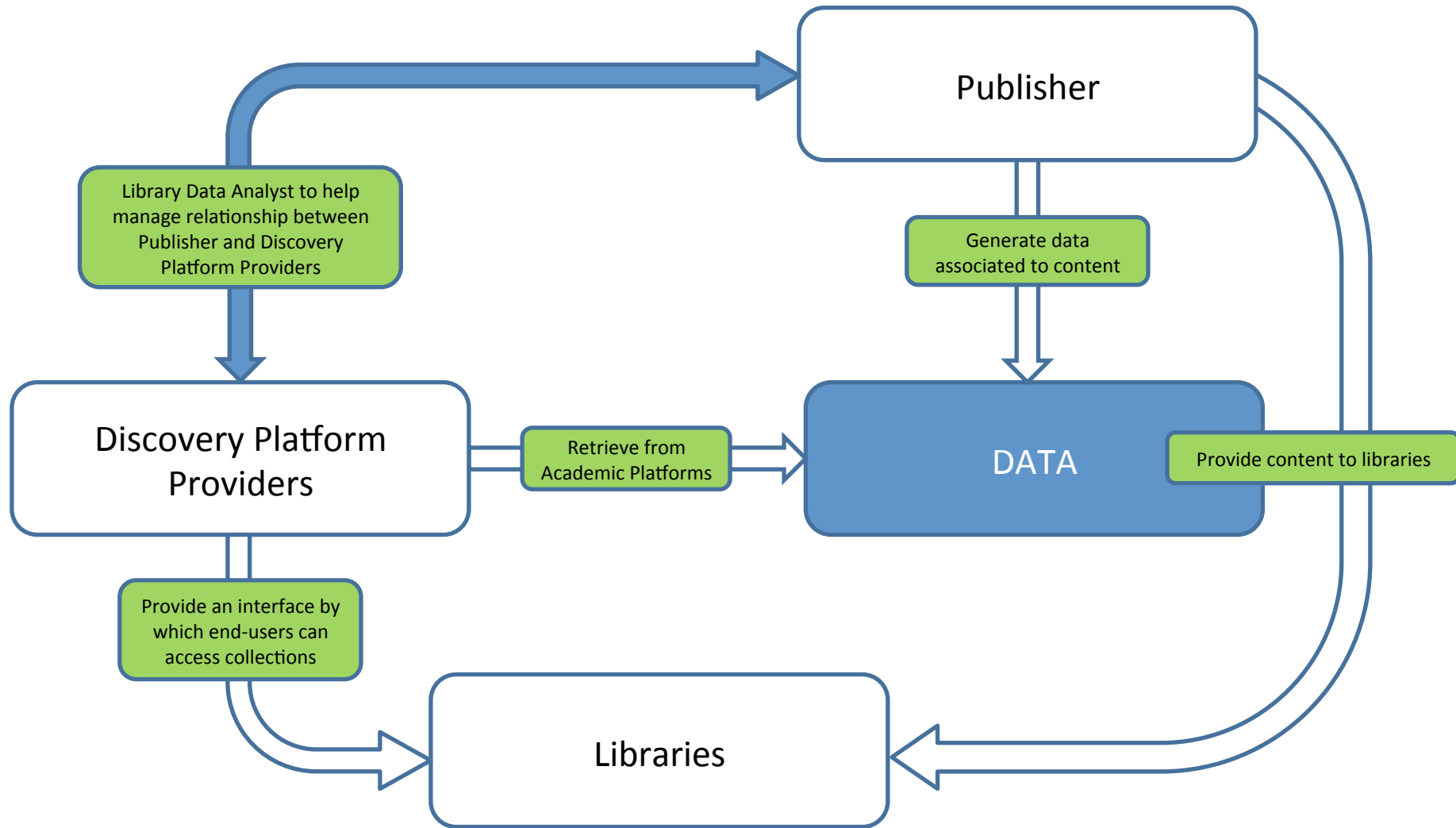
Alma

Primo



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The Information Supply Chain:

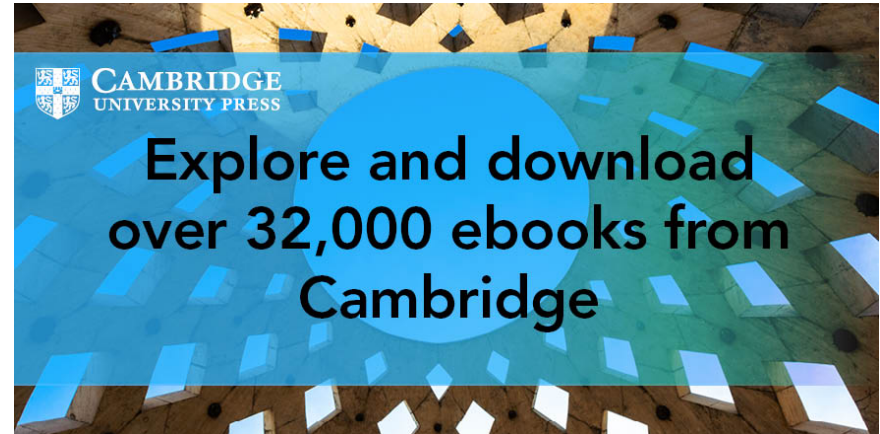
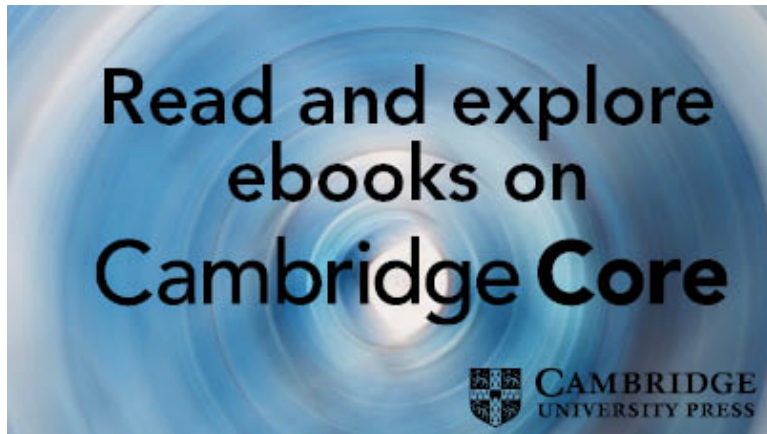


Usage and resources for your libraries

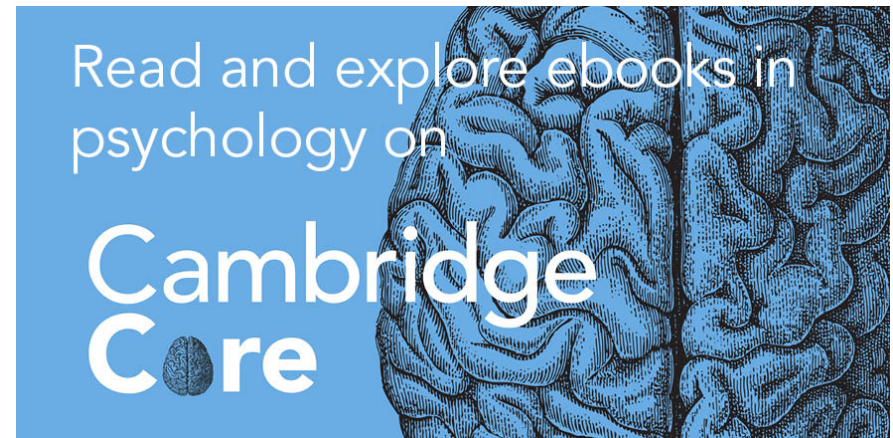
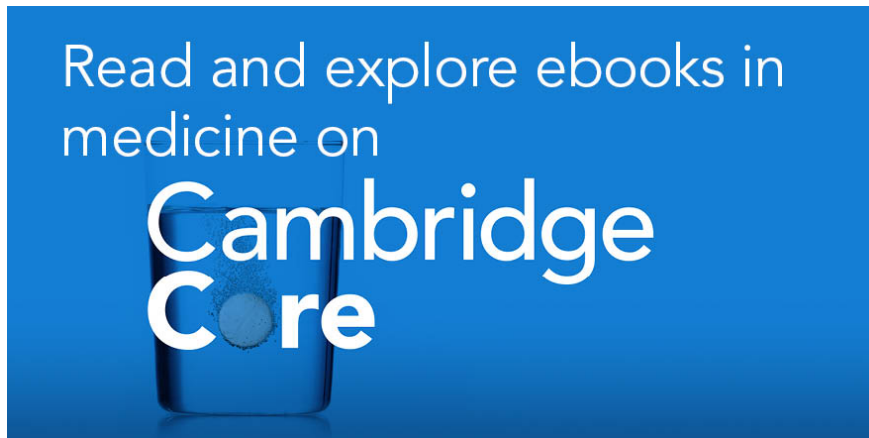


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EBA Resource bank

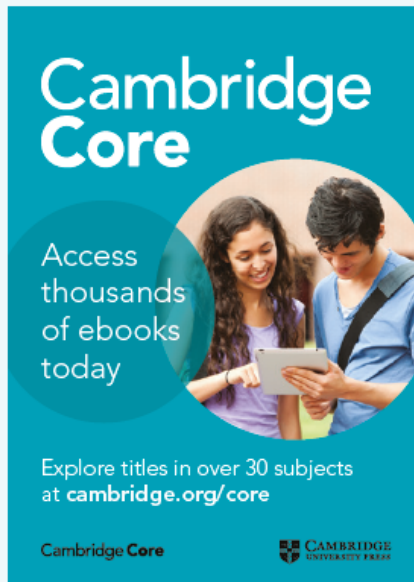


cambridge.org/EBAresources



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EBA Resource bank

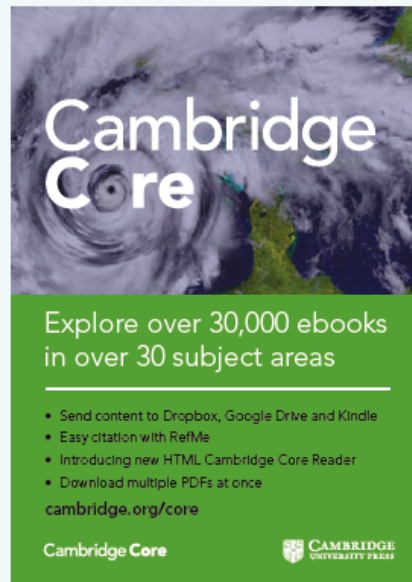


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Access thousands of ebooks today

Explore titles in over 30 subjects at cambridge.org/core

Cambridge Core 




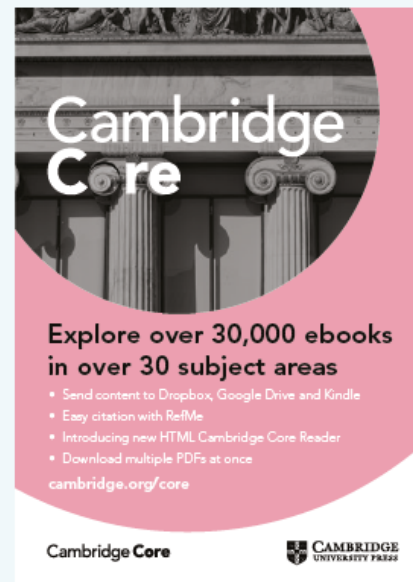
Cambridge Core

Explore over 30,000 ebooks in over 30 subject areas

- Send content to Dropbox, Google Drive and Kindle
- Easy citation with RefMe
- Introducing new HTML Cambridge Core Reader
- Download multiple PDFs at once

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Cambridge Core 




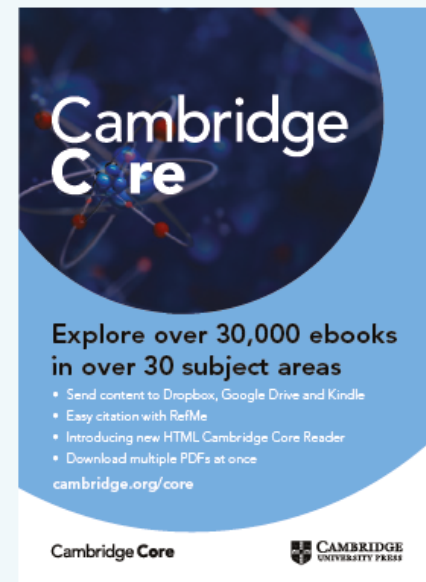
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cambridge.org/core

Cambridge Core 

cambridge.org/EBAresources



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Customised desktop screens

Queensland University of Technology
has access to:

HUNDREDS OF EBOOKS IN LAW

FROM CAMBRIDGE

Highlight titles include:

- Blended and Regional Trade Agreements: Investment and Regional Development
- Climate Justice and Resource Law
- FEMINIST JUDGMENTS: Revision Opinions of the United States Supreme Court
- Monarchy of Law
- Christianity and Freedom
- General Knowledge

Explore content at [cambridge.org/core](https://www.cambridge.org/core)

Cambridge
Core



Visualising data

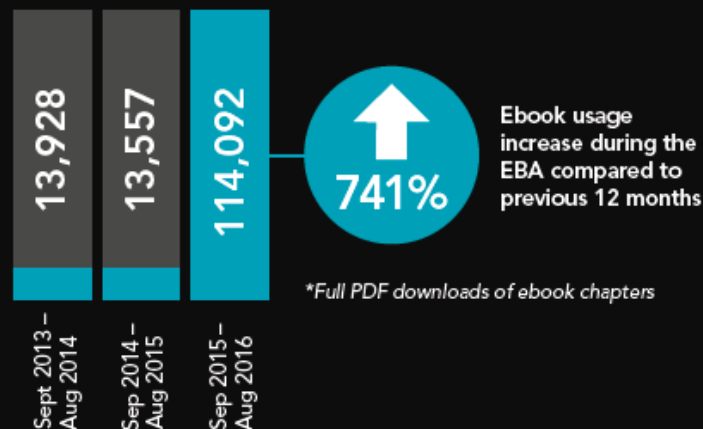
Evidence Based Acquisition

A case-study

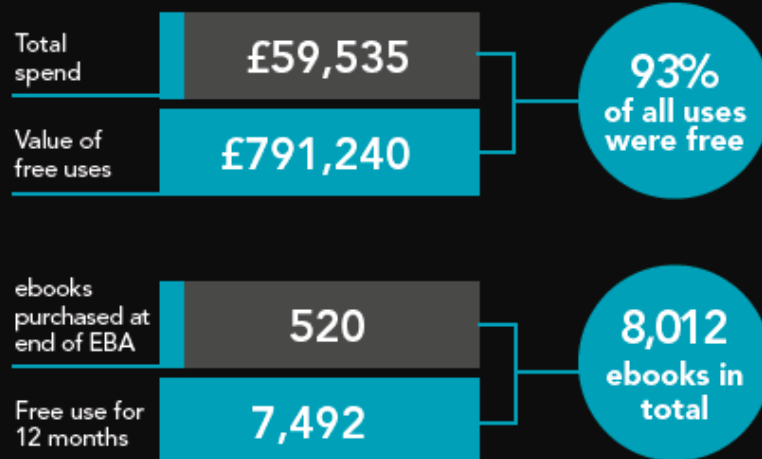
Example University, UK JISC band 4

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*



Usage Statistics Analysis



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

cambridge.org/core-eba



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What's next for Cambridge Core?

- Further development and improvements
- Migration of additional products
- Adapting to future needs



Any questions?



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