

PEER REVIEWED RESEARCH WITHOUT BORDERS

WHY?

- 1
- 2

Increased dissemination and usage

Publicly financed research is available for free

HOW 1:
Open Access (CC-BY)
and viral marketing

Copyright stays
with author

HOW 2:
Quality and credibility
through transparent
peer review according
to international
standard

HOW 3:
OA + new technology
(PoD & Epub)
Ebooks are free

HOW 4:
Library publishing
and collaboration

EFFECT:
No barriers
(no cost, no login,
infinite
dissemination)

EFFECT:
Authors are free
to publish their work
again anytime,
anywhere

EFFECT:
Easier to refer to
electronic copies
in viral media

EFFECT:
Electronic
versions travel
vast and fast

EFFECTS:
Recognition
according to current
bibliometric models

EFFECTS:
Quality decides
rather than
potential sales
figures

EFFECT:
Global dissemination
and distribution

EFFECT:
Reasonable prices
for authors and book
buyers (cost price)

EFFECT:
Sustainable
archiving

EFFECT:
A book never goes
out of print

EFFECT:
Real time statistics
of usage (citations,
downloads, mentions,
linkage, sales,
translations)

EFFECT:
Publishing
collaboration
between universities
rather than
competition

EFFECT:
Make use of librarian
expertise, ie meta
data, sustainable
archiving, copy right
issues

EFFECT:
No profit
required



STOCKHOLM
UNIVERSITY PRESS