

# Springer Content Solutions for Higher Education

Your trusted source for critical content

Springer Content Solutions  
specifically for:

- ▶ 2-Year and Community Colleges
- ▶ 4-Year Colleges and Universities
- ▶ Research Intensive Universities

**ESSENTIAL  
CONTENT!**



## Springer Content Solutions for Higher Education

**Springer** is Higher Education's trusted source for the critical content students need, delivering unrivalled breadth and depth of quality information in the largest collection of Science, Technical, Medicine, Humanities & Social Sciences research material available. From basic textbooks and vocational content to advanced research from Nobel Laureates, libraries can select from a range of materials including eBooks, eJournals, Protocols, Images and Materials Science Data.

With Springer Content Solutions, libraries of all sizes and budgets can purchase and deliver essential content tailored specifically for the needs of:

- ▶ 2-Year and Community Colleges
- ▶ 4-Year Colleges and Universities
- ▶ Research Intensive Universities

No matter what the size and scope of your institution, Springer offers students and researchers at all levels:

- ▶ Unmatched breadth and depth of content
- ▶ Cost-effective content solutions for libraries, large and small
- ▶ 22,000 eBooks and 2,400 eJournals all on one platform, available whenever and wherever your patrons need it – on a PC, eReader or other mobile device

Whether your library is serving a Community or Two-Year College, a Four-Year University or an advanced Research Institution, Springer can provide solutions adapted to suit your library's unique requirements.

### Springer Content Solutions Are:

- ▶ Comprehensive - A range of knowledge from basic subject matter to rich vocational content and exhaustive treatises for advanced research
- ▶ Cost-effective – Content Collections from Springer have lower acquisition costs than individual title purchases and no physical space requirements
- ▶ Convenient -- Content is available instantaneously at any time and place on PC's and patron's .pdf enabled eReaders and mobile devices including the Apple iPad and Amazon Kindle
- ▶ Discoverable -- Subject matter is indexed to the chapter level and easily discoverable



## Libraries Face a Complex Environment

Libraries supporting Higher Education today are faced with an increasingly complex set of challenges. The shift to digital content has led to an explosion of available information and dramatic changes in the way that library patrons discover and interact with resources. Libraries of all sizes are also dealing with new types of students, many with unique educational objectives. In this increasingly knowledge based economy, workers facing increased competition and greater educational requirements for jobs are turning to colleges and universities to provide instruction and training.

In this complex environment, the librarian's role in allocating limited resources for content acquisition is more critical than ever. Libraries

are increasingly turning to digital content solutions to effectively meet these challenges. With lower acquisition costs, a richer feature set and no requirements for physical space, Springer Content Solutions are an excellent solution for resource pressured institutions. Springer's own research confirms this trend. Springer's usage has grown almost 10x since 2005. In 2010 alone, Springer's usage of journals was up over 16%. In addition, Springer eBook usage more than doubled between 2007 and 2009. Within eBooks, the top 20% titles account for only 53% of usage, a fact that emphasizes the effectiveness of the collection model for libraries, with patrons accessing titles across subject areas and copyright years.

## Content Solutions from a World Leader in STM Publishing

Springer delivers the critical content that patrons in all levels of Higher Education seek. Springer textbooks and vocational content provide students with the basic subject knowledge needed as they begin their exploration of a subject. As students' interests blossom and they aspire for deeper knowledge, Springer's Content Solutions can accommodate them. More advanced students and expert researchers can benefit from access to the latest, up to date research and specialist titles. Springer offers libraries a cost-effective option to deliver a broad range of content or resources more targeted to a given audience or subject area. Springer eBooks and eJournals are grouped into 12 subject collections so libraries can quickly locate and provide the exact content their patrons require – and users can rapidly find and use the relevant information they need.

### Ownership Business Model

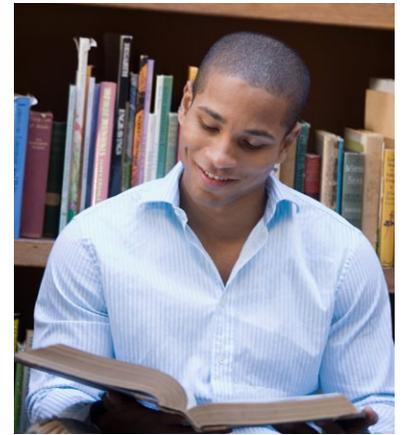
When purchasing from Springer, all licensed eBooks and eJournals are instantly available with perpetual access/ownership models and unlimited simultaneous use. And because Springer content is accessible and delivered through SpringerLink, a single, integrated platform, all downloadable Springer content is cross-searchable with other Springer resources.

Springer eBooks & eJournals do not include any Digital Rights Management (DRM), which means greater flexibility and usability for library patrons. With no DRM limitations, patrons can easily access their content from any location and on almost any platform including PC's, eReaders and a broad array of .pdf enabled mobile devices.

Subject Collections include:

1. Behavioral Sciences
2. Biomedical & Life Sciences
3. Business & Economics
4. Chemistry & Material Science
5. Computer Science
6. Earth & Environmental Science
7. Engineering
8. Humanities, Social Sciences & Law
9. Mathematics & Statistics
10. Medicine
11. Physics & Astronomy
12. Professional and Applied Computing

In addition, Springer can work with you to match appropriate content with your organization's degree and or research program.



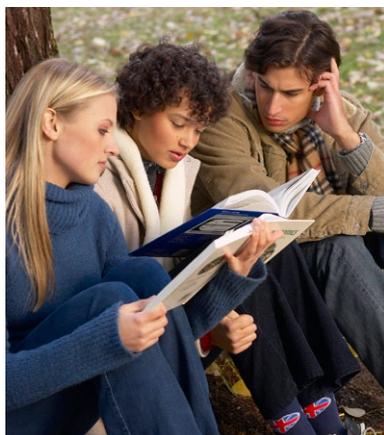
**Find your solution today!**

---

**Find out more about Springer Content Solutions for Higher Education on our website [www.springer.com/highered](http://www.springer.com/highered)**

---





### Discoverability

Today's library patrons have more and more resources at their disposal, but often lack the tools to locate very specific areas of information. With the increased availability of digital content, the ability to locate information in trusted resources is critical. All Springer content is easily found from the widest selection of discovery points. Springer content is indexed by Google and fully integrated with all major Link Resolvers, including Summon and SFX.

## Springer MyCopy – Print Editions on Demand

Through Springer's MyCopy service, library patrons may also order their own personal soft cover print copy of many of the Springer eBooks included in their library's eBook package. The MyCopy "print on demand" catalog currently includes more than 14,000 Springer eBooks and is constantly expanding, both in volume and global coverage. MyCopy print versions are available directly to individuals for \$24.95 in the US and Canada and €24.95 outside of the US and Canada. Included at no additional cost to the library, MyCopy is a significant value to patrons, providing a convenient and affordable route to obtain personal copies of key titles.

## Return on Investment

Springer offers an array of promotional tools, training and advanced usages statistics to help you get the most out of your investment.

---

## SpringerLink has become the world's largest provider of online STM information

---

### About SpringerLink

SpringerLink is one of the world's leading online information services for scientific, technical, and medical (STM) books and journals. SpringerLink is a preferred data source for researchers in academic and corporate institutions and other vital knowledge centers. SpringerLink offers electronic versions of content published by Springer, a pre- eminent scientific publisher with a reputation for excellence spanning more than 150 years. Today, the collection spans the universe of research of more than 2,400 peer reviewed journals plus a constantly expanding library of eReference Works, eBooks and an Online Archive Collection dating back to 1869.

### About Springer

Springer is the largest publisher of STM books and the second-largest publisher of journals in the science, technology, and medicine (STM) sector. It publishes on behalf of more than 300 academic associations and professional societies. Springer is part of Springer Science+Business Media, one of the world's leading suppliers of scientific and specialist literature. The group publishes more than 5,500 new books and over 2,400 journals a year, as well as the largest STM eBook Collection worldwide. Springer has operations in over 20 countries in Europe, the USA, and Asia, and some 5,000 employees.