

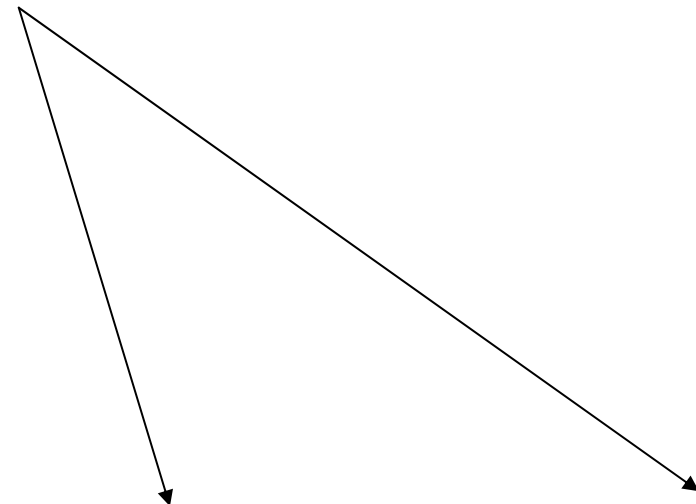


SAGE Asia-Pacific  
期刊内容及数据库

*CALIS 武汉培训周*  
*2008年5月15日*

- 成立于1965年，4个区域办公中心
- 全球第5大学术出版商
- 出版人管理的私人企业
- 2006年9月在新加坡创建SAGE亚太区总部，国内代表处设立于北京

# *What is our Mission Statement?*



*How are our contents rated?*

**Celebrating 500 journals now on  
*SAGE Journals Online***

# SAGE Content

- 500种人文社科及科技医药期刊
- 内容:
  - 原创性
  - 高品质
  - 同行评审
  - 与超过245家国际著名学术协会合作

# SAGE Content

- ISI: 2001 –2006

被收录期刊种数增长比率

- 社会科学索引: 39%
- 科学索引: 127%

超过67%的期刊影响因子提高

221种期刊(46% out of 483 )被ISI收录



- 电子期刊平台是由图书馆员开发(HighWire)；电子参考书(i-factory平台)，荣获2007年CHOICE Outstanding Academic Title和Library Journal 2007 Best Reference殊荣

# SAGE and ISI

特色及优势学科：

- 传播学
- 教育
- 健康原则和服务
- 环境科学
- 社会学
- 政治学
- 心理学－临床
- 管理学
- 国际关系

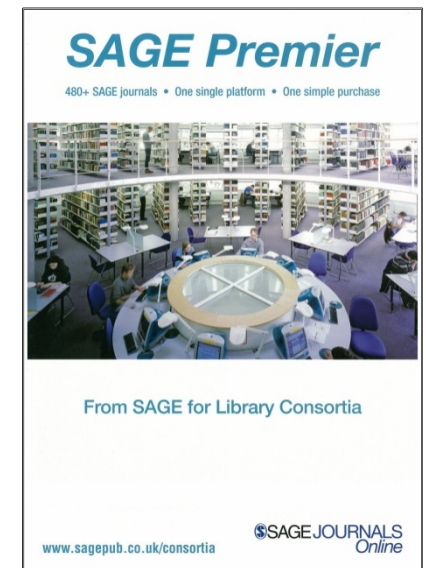
## *SAGE* 公司享有国际声望的编辑

- Bruce Russett – Journal of Conflict Resolution
- Russell W Steele – Clinical Pediatrics
- Janice M Morse – Qualitative Health Research
- Pam Brink – Western Journal of Nursing Research
- Michel Hersen – Behavior Modification
- Jose Zuniga – Journal of the International Association of Physicians in AIDS Care



## 现刊库 - *SAGE Premier*

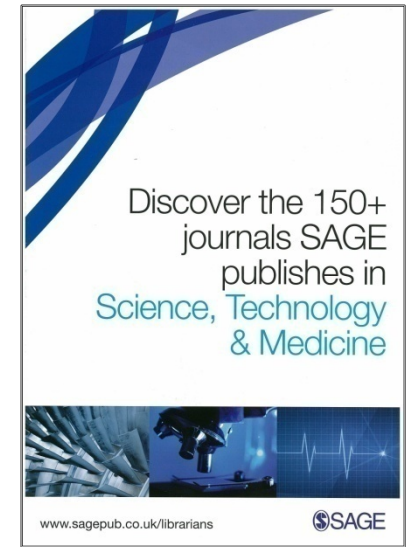
- 访问所有SAGE期刊内容
- 超过480 种期刊; 170,000 篇文章
- 购买内容的永久访问权
- 良好建立的品牌



## 学科包(SAGE Subject Packages)

- 获得特定学科深层次内容的高效途径

1. Humanities & Social Science – 370+ journals
2. Science, Technology & Medicine – 150+ journals
3. Health Sciences & Nursing – 110+ journals
4. Clinical Medicine – 50 journals



 SAGE JOURNALS  
Online

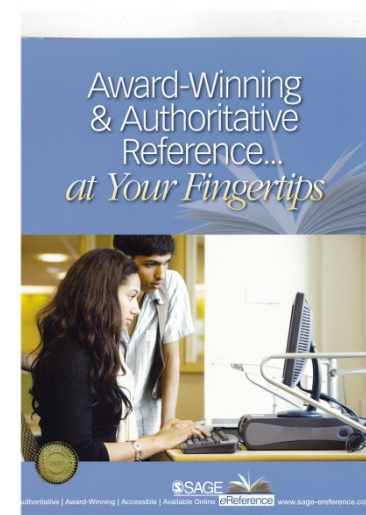
## 深度过刊 - *Deep Backfile*

- 一次性买断，永久访问权
- 单本刊购买成本降低
- 大大节省存储和管理费用
- 375,000 篇文章，4百万页的内容



## 电子参考书 (eReference)

- 快捷经济获取多卷百科全书和手册
- 47 titles(2007年前), 15 titles (2007年), 20 titles (2008年)
- 按主题和著者的简便浏览和检索
- 一次性买断/不限用户

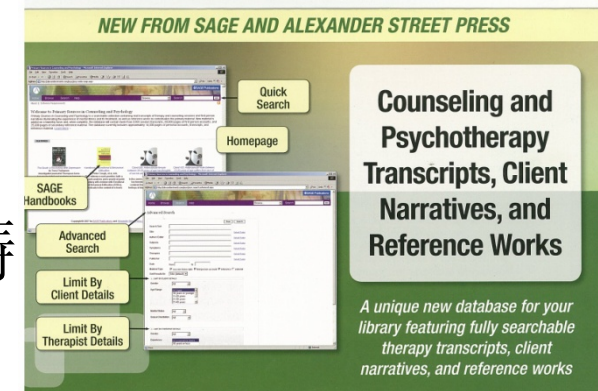




# *Counseling and Psychotherapy Transcripts, Client Narratives, and Reference Works*

临床咨询及心理治疗的转录案例、个人叙述及参考文献

- 2,000 个真实治疗案例和25,000余页参考文献
- 40,000页个人叙述材料， 包含日记、个人回忆和自传
- 一次性买断， 覆盖40个主题范畴





*Thank you*

*rosalia.garcia@sagepub.co.uk*



SAGE Asia-Pacific  
图书馆员资源

***CALIS 武汉培训周***  
***2008年5月15日***

## 提纲

- 出版者的协助
- 市场推广的工具和资源
- 出版者何时进行协助?



## 出版者的协助

- 出版者将与图书馆员密切合作，为最终用户提供服务以提高回报

## 出版者如何介入？

- 运用推广工具和资源
- 配合馆员制定个性化的方案

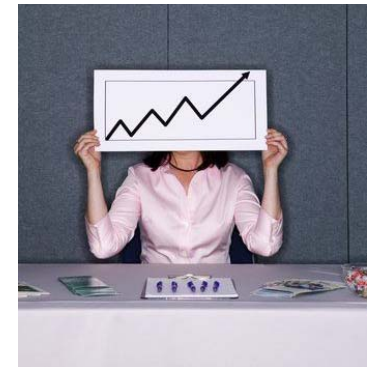
# 推广的工具和资源 --培训

- 馆员培训
- 用户培训



# 用户为导向的推广 --电子邮件

- 分学科的电邮模板
- 电邮模板示例 >>>>
  - [传播学和媒体研究](#)
  - [健康科学和护理学](#)
  - [材料科学和工程学](#)
  - [城市研究和规划](#)



**SAGE**

**Communication & Media Studies**

BOOKS | TEXTBOOKS | JOURNALS | JOURNALS ONLINE | REFERENCE | DATABASES | CATALOGUES

**Now Available at Your Library—Key Titles in Communication & Media Studies from SAGE**  
Are you using these resources?

SAGE publishes over 25 peer-reviewed titles in Communication & Media Studies and related fields. These titles and others are now available online at your library. We hope you find this content to be an invaluable resource and are delighted to provide you with information on our Communication & Media Studies journals program.

We are committed to developing the content and impact of our journals and are pleased to report that many of SAGE's Communication & Media Studies titles are highly ranked in the Thomson Scientific *Journal Citation Reports*® (JCR). The recently released 2006 reports show that 27% of the journals included in the Communication category are published by SAGE, including one quarter of the journals ranked in the top 20.

**View highlights of SAGE's Communication & Media Studies journals below. Simply click on the journal titles to start browsing and downloading articles now!**

- [Communication Research](#) is currently ranked 10/44 with an Impact Factor (IF) of 1.056, and has been ranked in the top 10 since 1999. The journal publishes articles that explore the processes, antecedents, and consequences of communication in a broad range of societal systems.
- [European Journal of Communication](#) saw its IF increase by more than 60% over last year, from 0.262 to 0.429. It is now ranked 35/44. The journal reflects the international character of communication scholarship and is addressed

# 用户为导向的推广

- 多语言用户指南

- 繁体中文
- 简体中文
- 泰文
- 英文
- 韩文
- 日文



## 推广工具---宣传材料

- 礼品

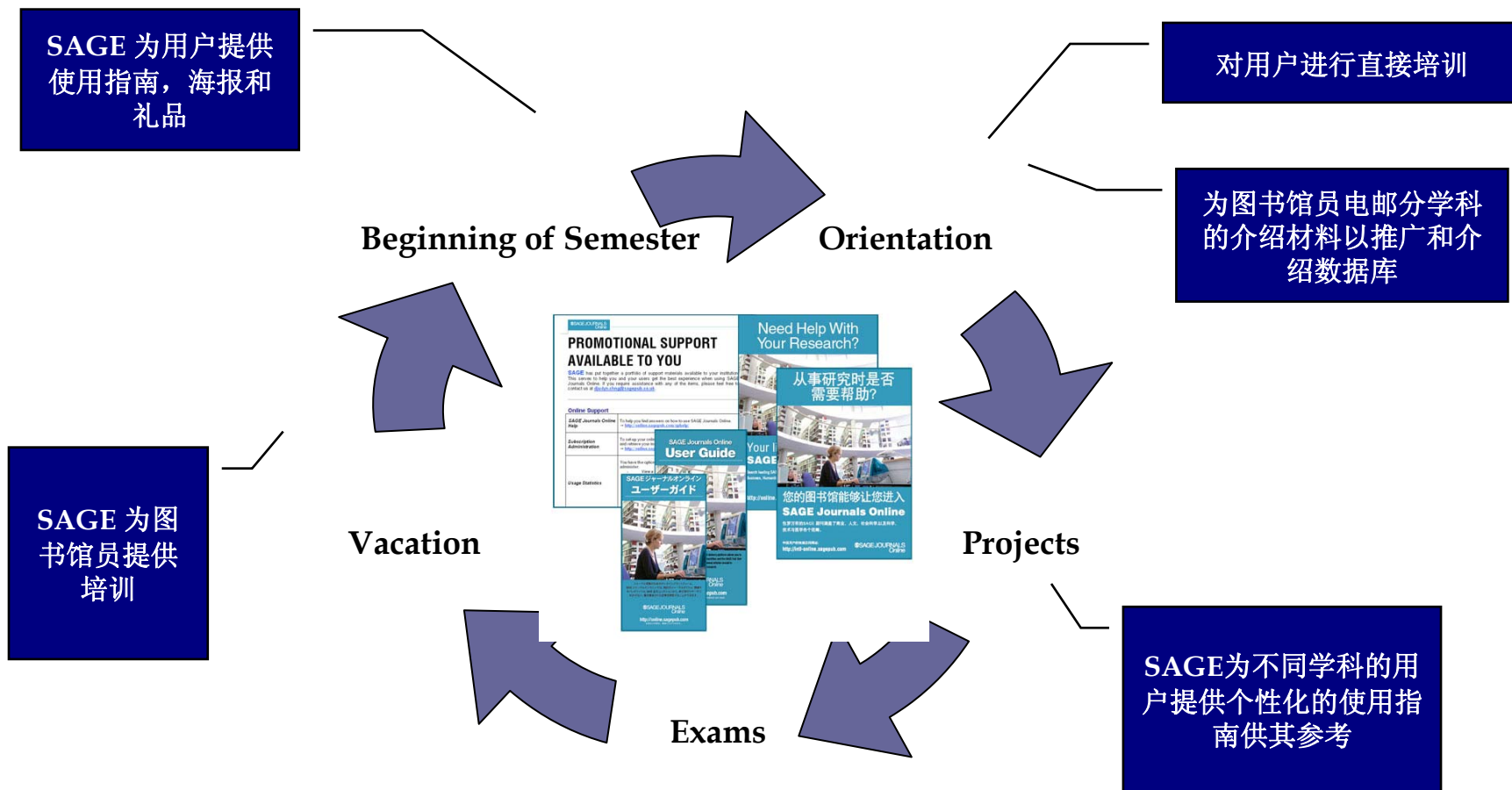
笔, A4 文件夹, A7 便签本, 手机绳, 无纺袋, 便签本

- 产品宣传页

- 海报



# 出版者何时进行协助?





# 其他的推广方式

- 图书馆员简讯
- 在线指南



A screenshot of the SAGE Librarian's Newsletter. The header features the SAGE logo and 'SAGE Publications' in a blue bar. Below this, the text reads 'The Natural Home for Authors, Editors and Societies' in a light blue font, followed by 'Librarian's Newsletter' in a dark blue bar and the website 'www.sagepub.co.uk'. A box on the right lists the contents of the issue: 'In this issue: News &amp; Announcements, STM Spotlight Journals, SAGE Reference, Additional Resources'. The main body of the newsletter starts with 'Dear Librarian' and a welcome message for the Summer 2007 edition. It then lists the topics covered in the issue, including '2008 Journal Pricing and Enhanced Subscription Options', 'SAGE Partners with Hammill Institute on Disabilities to Publish 14 Journals in Special Education', and 'SAGE Reference News'.



*谢谢大家!*

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