

Academic Publishing in a Changing World

学术出版的机遇和挑战

徐超 & 张海芳
2014年5月13日 / 大连

Discussion Points

概要

- **Macmillan Science & Education at a glance**
麦克米伦科学与教育简介
- **A changing publishing environment**
学术出版面临的挑战
- **Our solutions**
 - 我们提供的信息解决方案
- **A quick briefing of a New Nature Research journal**
最新自然研究期刊介绍
- **Palgrave E-books overview**
帕尔格雷夫电子书平台速览

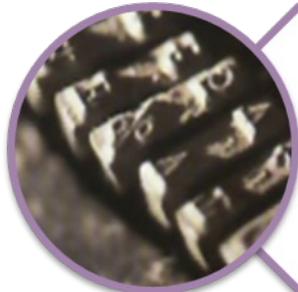
Macmillan Science & Education at a glance

麦克米伦科学与教育



Who we are 关于我们

Founded in 1843, a global company headquartered in London, employing more than 5,700 people in over 80 countries 1843年成立，总部位于英国伦敦，全球雇员5700余人，在80多个国家有分支机构或开展业务



What we do 我们的业务

Supply high-quality content and innovative digital services 我们为全球科研人员，学生和教师提供高质量课程、内容以及信息技术解决方案



Some of our products 我们的产品：

Nature 《自然》杂志

Macmillan Education 麦克米伦教育

Scientific American 《科学美国人》杂志

Palgrave Macmillan 帕尔格雷夫麦克米伦

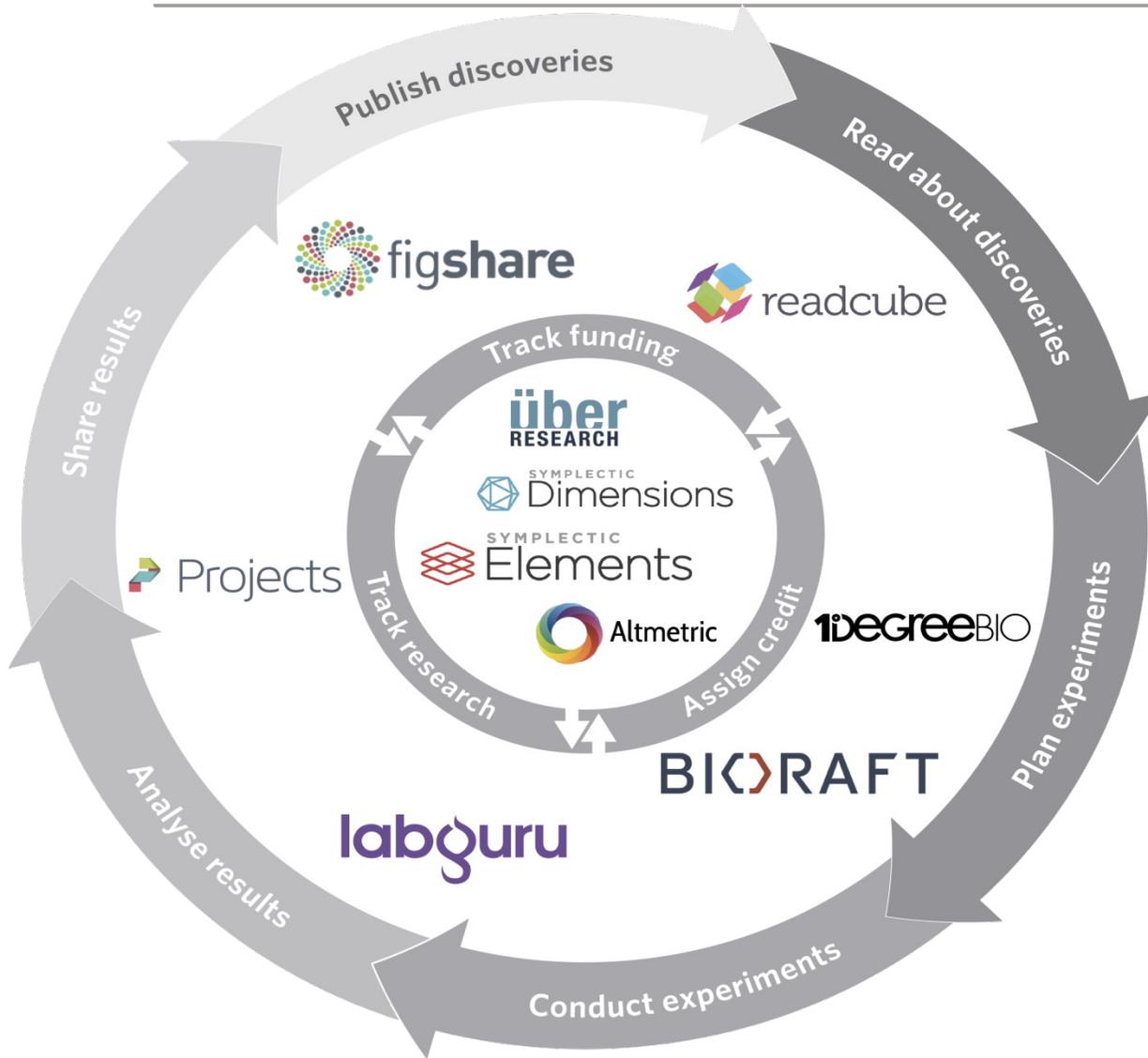


麦克米伦科学和教育集团简介



The Publisher's new job

出版商的新任务



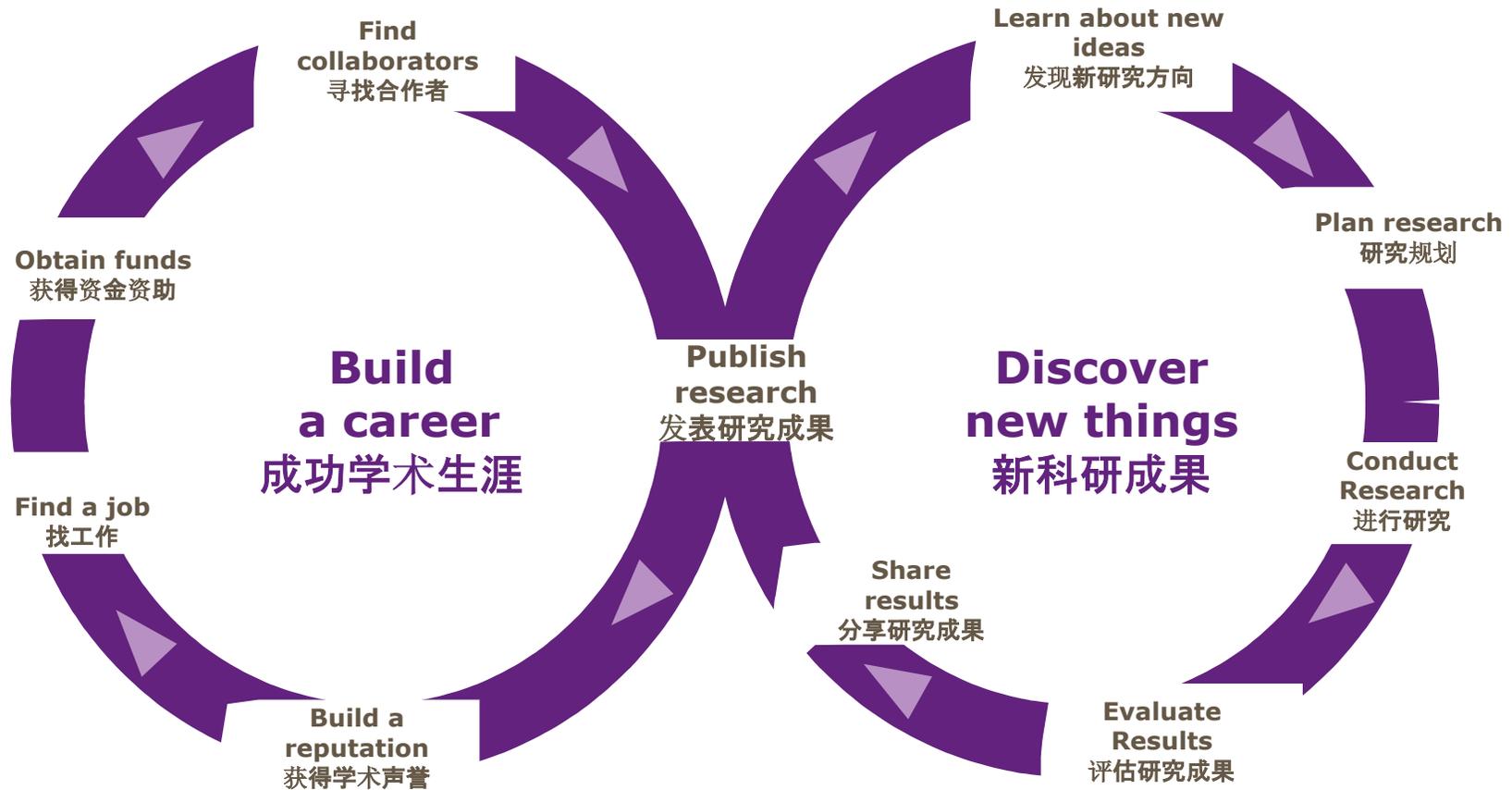
“The publisher’s new job is to support researchers at every stage of the research cycle”

“出版商的新任务是在科学研究过程中的每一个环节为科研人员提供支持。”

– Annette Thomas, CEO
Macmillan Science & Education

Researchers do more than just publishing papers

Researcher Lifecycle 科研人员的学术生涯循环



We aim to help better research happen faster

MSE Products along Researcher Lifecycle 麦克米伦的全方位解决方案





Altmetric allows users to track and measure activity around academic research, pulling patterns and compelling stories from hundreds of thoughts of online conversations each month.

追踪单篇文章级计量信息, 记录该文章被各类网站和社交媒体的关注度



- ✓ **The number in the centre of the donut is the Altmetric score.** 中间的数字代表“关注度得分”
- ✓ **The colours represent the mix of sources mentioning that score** 环外围的颜色代表信息来源:
 - **Light blue = Twitter**
 - **Dark blue = Facebook**
 - **Yellow = blogs**
 - **Red = mainstream media sources**

Cerebral organoids model human brain development and microcephaly

Madeline A. Lancaster, Magdalena Renner, Carol-Anne Martin, Daniel Wenzel, Louise S. Bicknell, Matthew E. Hurles, Tessa Homfray, Josef M. Penninger, Andrew P. Jackson & Juergen A. Knoblich

Nature 501, 373–379 (19 September 2013) | doi:10.1038/nature12517

Last updated: 7 February 2014 5:17:17 EST

Total citations



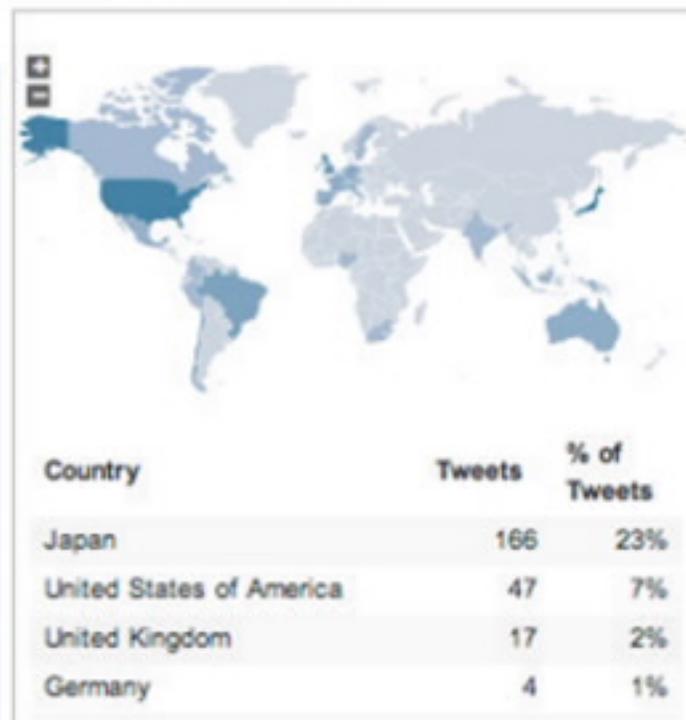
Online attention



Mentions in news, blogs & Google+

News articles (59)	Scientific blogs (14)
Mini human 'brains' New Scientist	Google+ posts (25) at time
Whoa! scientists grow a brain in a dish Popular Science	
Scienceshot: bringing up brains Science/AAAS	
Scientists create brain-like blobs in test tubes Voice of America	
Gehirn aus dem reagenzglas Scinexx	
Grundlagenforschung: stammzellforscher züchten erbsenhirne im labor ZEIT ONLINE	
Stammzellforschung: forschler erschaffen mini-hirne Süddeutsche.de	

Twitter demographics



Case Study

“我们觉得我们需要一种方法来证明我们文章的影响力远不止引文索引这么单一。。。另外，我们的作者也可以看到远比nature.com页面浏览量之外更多的数据。。。”

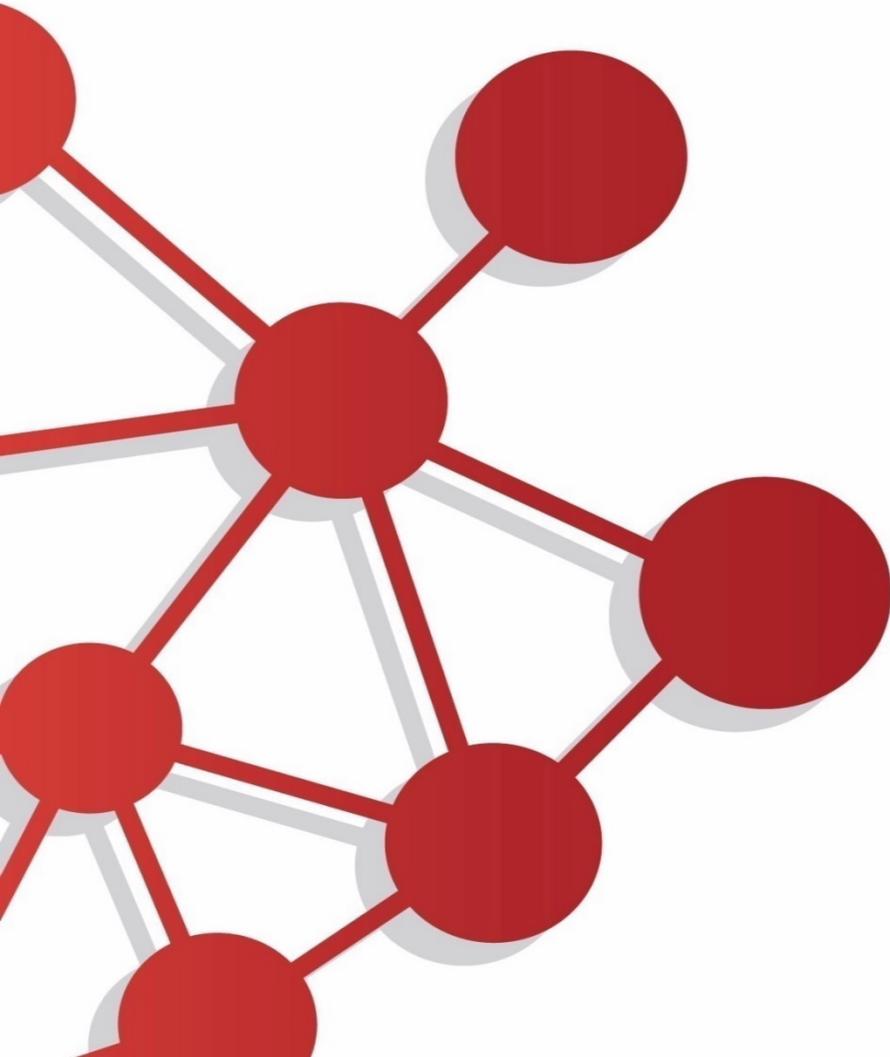
– Cianna Timbers, product Manager at nature.com

DIGITAL science



- ✓ **State-of-the-art software for the research community, from scientists at the bench to research administrators and funders** 创新研发各类软件为满足科研人员以及科研决策者的需求
- ✓ **Products designed for scientists by scientists to address inefficiencies in the research process** 以科研人员为主导, 量身定做解决方案

更多信息请访问:<http://www.digital-science.com/>



Nature

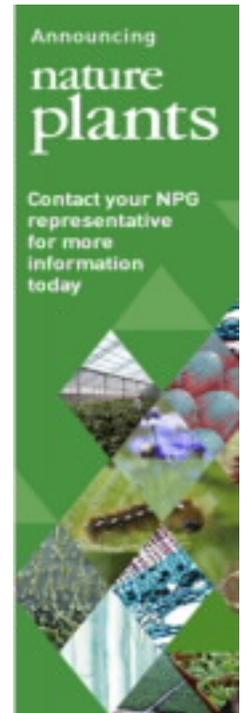
最新研究期刊

Nature Plants

2015年最新Nature研究期刊



- **Launching January 2015/Primary research journal**
- **Interdisciplinary – 交叉学科，和多个学科相关**
- **从纯理论研究到植物科学应用，几乎涵盖所有植物科学领域**
- **Translational focus to solve:跨区域话题**
 - food security 食品安全
 - energy sufficiency 能源供给
 - land and water-use efficiency 土地和水资源有效利用
 - sustainable industry 可持续产业



Nature Plants

覆盖学科和研究领域



- Agriculture
- Agronomy
- Biochemistry
- Biofuels
- Biophysics
- Cell Biology
- Defence
- Development
- Disease resistance
- Ecology
- Economics
- Evolution
- Food security
- Forestry
- Genetics
- Genomics
- Metabolism
- Metabolomics
- Molecular Biology
- Photosynthesis
- Physiology
- Plant-microbe Interactions
- Proteomics
- Secondary Metabolism
- Sociology
- Symbiosis
- Systems biology
- Water use

Nature Plants

主要研究地区



- 全球超过**6000**家研究机构发表涵盖***Nature Plants***研究领域的论文
- 全球主要发表***Nature Plants***领域研究成果的地区为美国、中国、德国、巴西和印度
- 根据**2002-2012**年植物科学研究成果统计数据，排名前五位的研究机构为：
 - - **Chinese Academy of Sciences (CAS)**
 - - **United States Dept of Agriculture**
 - - **University of California System**
 - - **Consejo Superior de Investigaciones Cientificas (CSIC)**
 - - **Florida State University System**

Nature Plants

2010-2012全球植物科学论文统计

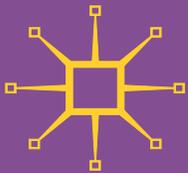


Top 20 countries by total papers published	2010-12 total papers published
USA	10607
CHINA	8717
GERMANY	4175
JAPAN	3493
BRAZIL	3161
INDIA	3123
UNITED KINGDOM	2934
SPAIN	2758
FRANCE	2581
AUSTRALIA	2361
CANADA	2194
ITALY	2001
SOUTH KOREA	1722
PAKISTAN	1424
NETHERLANDS	1098
MEXICO	1084
POLAND	1026
ARGENTINA	1017
TURKEY	979
SOUTH AFRICA	955

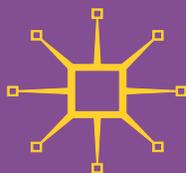
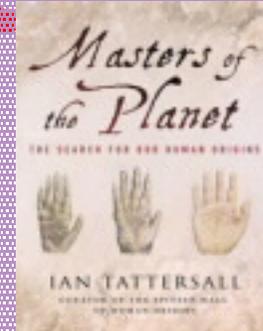
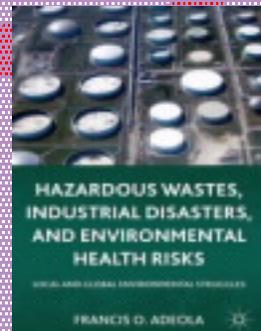
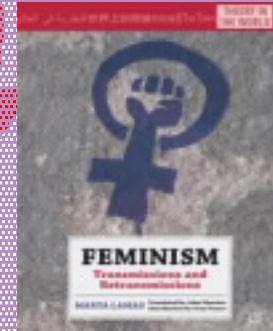
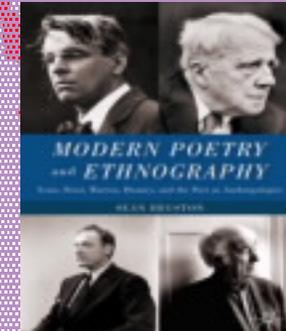
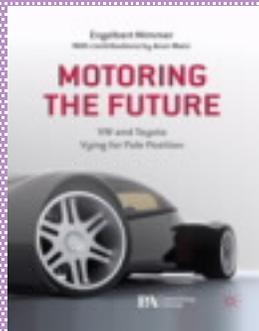
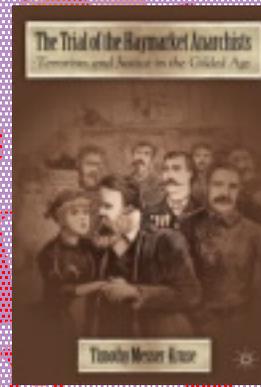
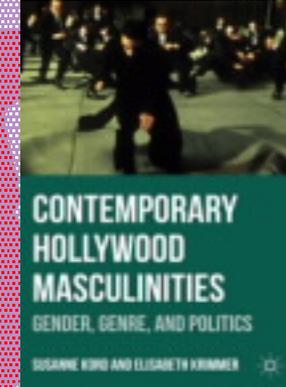
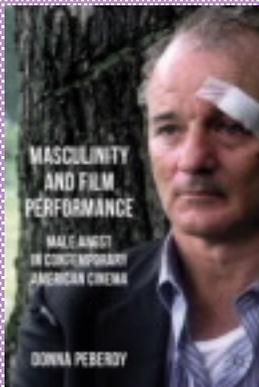
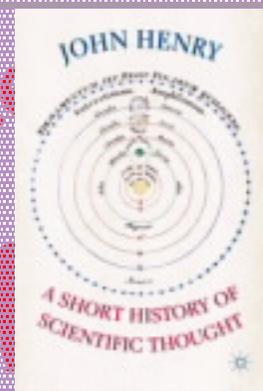
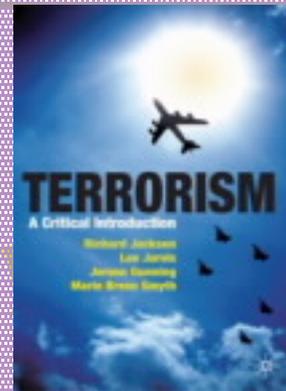
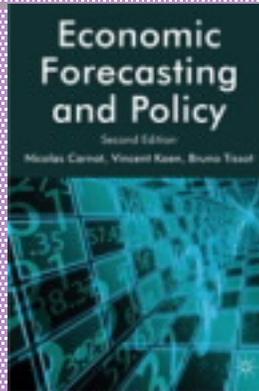
Web of Science (Web of Science Category: Plant Sciences, Document Type: Article, Publication year: 2010-2012)

Palgrave Macmillan 出版社简介

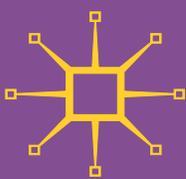
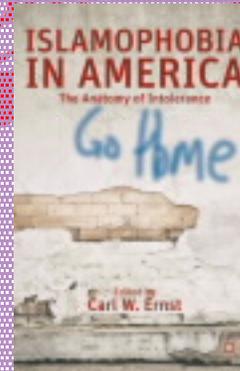
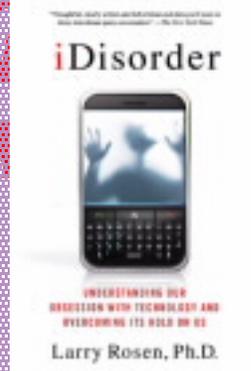
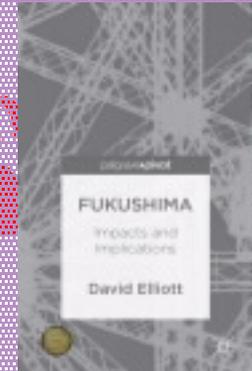
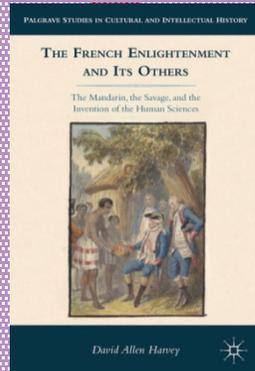
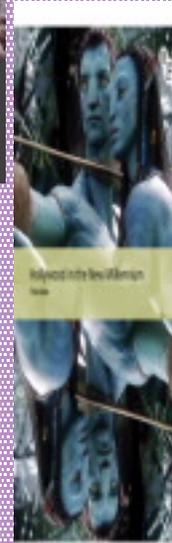
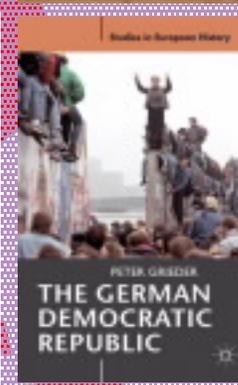
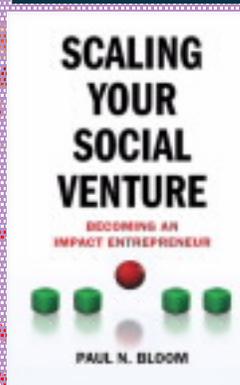
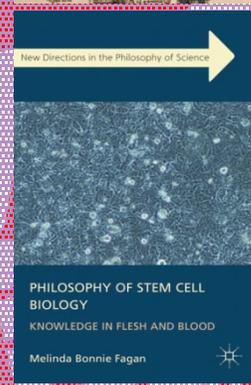
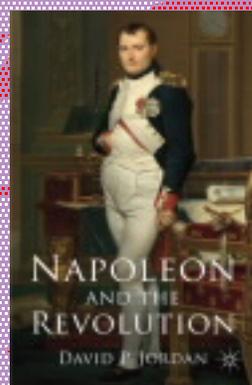
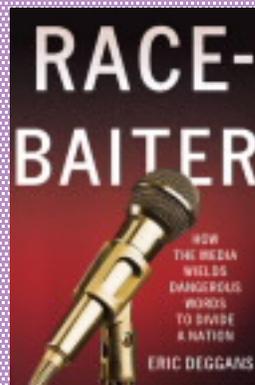
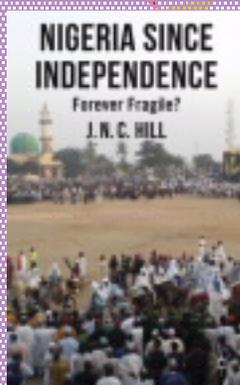
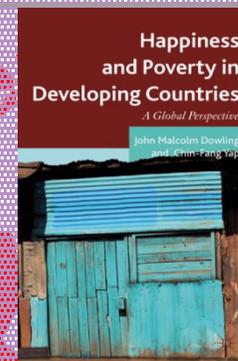
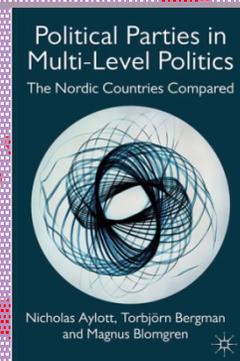
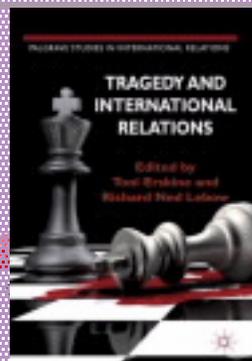
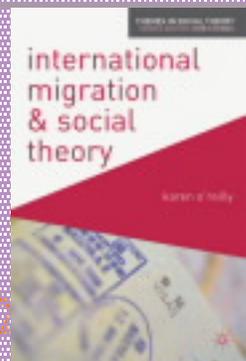
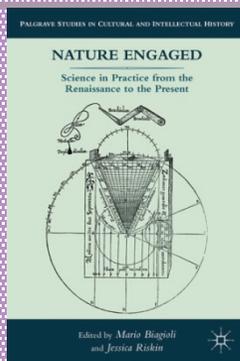
- Palgrave Macmillan 帕尔格雷夫·麦克米伦出版社，专注于人文社科和商务领域的研究，一直在国际学术出版界保持着公认的出色记录。为全世界的学者、研究人员和学生提供了大量优质的学术专著及参考工具书。
- 出版了许多诺贝尔奖获奖者的著作，包括经济学奖、文学奖、和平奖、物理学奖、化学奖和医学奖的诸多获奖者的作品；及其它各类国际出版奖项的作品。



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Palgrave 出版社2013 Choice获奖图书



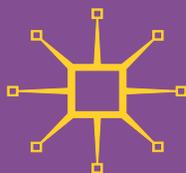
提升国内人文社科外文图书保障的必要性

1950-2000高校人文社科外文图书收藏对比

	国内高校图书馆收藏量 (种)	哈佛、耶鲁和牛津大学收藏量(种)	国内高校收藏率
1950-2000年 的核心图书	98,468	609,890	16.10%

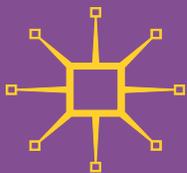
注：“核心图书”指哈佛、耶鲁和牛津大学三所高校均收藏的图书

以上数据引自：教育部人文社会科学研究项目“高校人文社科外文文献资源的布局与保障研究”课题组子项目“高校1950-2000年人文社科外文图书学科保障方案”的研究数据。



海外名校Palgrave 纸本馆藏情况

高校	哈佛大学	牛津大学	耶鲁大学
2012 纸本馆藏	1213	1362	1195
2012 年Palgrave出版量占比	81%	91%	80%
2011 纸本馆藏	1182	1233	1170
2011 年Palgrave出版量占比	82%	85%	81%
2010 纸本馆藏	1234	1293	1219
2010 年Palgrave出版量占比	88%	92%	87%
2008-2012 纸本馆藏	5913	6046	6354
2008-2012 Palgrave出版量占比	86%	88%	92%



汤姆森路透BKCI收录Palgrave图书7113种

The screenshot shows the 'WEB OF SCIENCE™' interface. At the top right is the 'THOMSON REUTERS' logo. Below the navigation bar, the page title is 'Web of Knowledge · Master Book List'. The main heading is 'MASTER BOOK LIST'. A search box contains 'Palgrave' with a 'GO' button. Below the search box, the 'Select boolean search type:' section has 'AND' selected. A link says 'Click here to see a list of all Publishers.' The search results show 'Number of codes matched: 7113'. A table lists two books with their ISBNs, publishers (PALGRAVE), and categories. A sidebar on the left features a book stack image and a 'COMPLETING THE RESEARCH PICTURE' section with a 'LEARN MORE' button.

Search for a book title, series title, ISBN, or publisher:

Select boolean search type:
 AND
 OR

[Click here to see a list of all Publishers.](#)

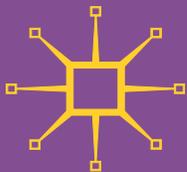
Number of codes matched: 7113

[Click the column heading to sort by Book Title, Publisher, Category, ISBN, or Series Title.](#)

BOOK TITLE >	ISBN >	PUBLISHER >	CATEGORY >	SERIES TITLE >
(Moving) Pictures Generation: The Cinematic Impulse in Downtown New York Art and Film	978-1-137-11851-6	PALGRAVE	FILM, RADIO, TELEVISION	
(Post)apartheid Conditions: Psychoanalysis and Social Formation	978-1-137-03300-0	PALGRAVE	PSYCHOLOGY, MULTIDISCIPLINARY	Studies in the Psychosocial

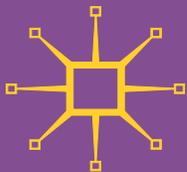
COMPLETING THE RESEARCH PICTURE
 The Book Citation Index in Web of Science™
[LEARN MORE](#)

Palgrave年出版量70%以上的图书都被BKCI收录，并被全球学者高频引用。



Palgrave Connect电子书简介

- 2009年正式推出电子书平台Palgrave Connect。
- 收录1989-2014年人文社科和经管类的电子图书1万2千多种，知名且有影响力的学术专著及多个经典在线参考工具书。
- 按学科和年代选订电子书的学科库，已有130多个collections供选择。
- 平台所收录学术图书均由世界前沿学者撰写，涵盖了大量的获奖作品，不收录教材及大众类图书。



Palgrave Connect电子书学科分布



Economics & Finance



Business & Management



International Relations
& Development



Political Science



Literature



Theatre & Performance



Language & Linguistics



Philosophy & Religion



Education



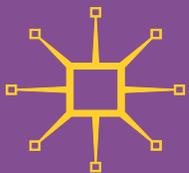
Media & Culture



History

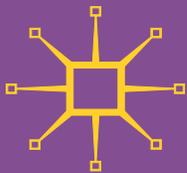


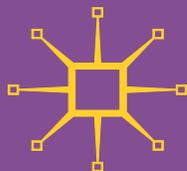
Social Sciences



Palgrave Connect 电子书12个学科大类收录品种

- political & international studies (政治和国际研究), 2591种;
(2014年以上学科分裂成Political science 和International Relations & Development 两个学科。)
- economics & finance (经济和金融), 1281种;
- business & management (商务与管理), 1095种;
- history (历史), 1406种;
- literature (文学), 1758种;
- language & linguistics (语言和语言学), 306种;
- religion & philosophy (宗教和哲学), 564种;
- social sciences (社会科学), 1396种;
- education (教育), 186种;
- media & culture (传媒和文化), 324种;
- theatre & performance (戏剧和表演), 142种。



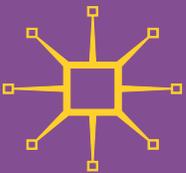


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- 一次性购买，永久使用权。
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- 宽松的DRM限制，提供点击一次下载全文。
- 每年新增新书约1800多种。
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- 在2011年开始提供EPUB格式，方便手机，PAD，Kindle等电子终端移动阅读。同时提供PDF格式文件，保持原书原貌。
- 平台由 Nature (NPG) 团队开发，提供 Counter 4标准的使用统计。
- 免费提供MARC21，与图书馆发现系统无缝链接。
- 网址 www.palgraveconnect.com

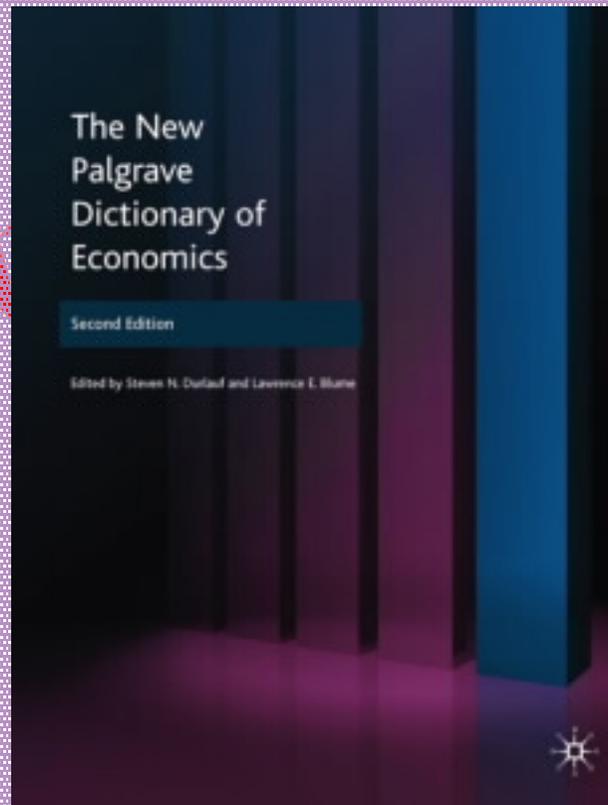
Reference 在线参考工具书

1. The New Palgrave Dictionary of Economics 《新帕尔格雷夫：经济学大辞典》
2. The Statesman's Yearbook 《政治家年鉴》
3. International Historical Statistics 《国际历史统计》
4. The Palgrave Encyclopedia 《帕尔格雷夫战略管理百科全书》



The New Palgrave Dictionary of Economics

《新帕尔格雷夫经济学大辞典》

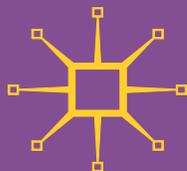


- 《新帕尔格雷夫经济学大辞典》该套工具书于1987年初版，很快成为了该领域的标志性著作。并于2008年再版，现已有最新电子版，供研究者在线查询。该书收录了2000多篇经济学领域专家评审(peer review)的文章，包括大量诺贝尔经济学获奖大师的文章。
- 这部博大精深的权威经济学巨著已成为“一切从事于认真学习、研究经济学的个人或机构的不可或缺的参考书”——已故经济学泰斗陈岱孙语。

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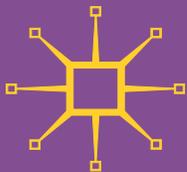
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Maurice Allais (1988), Kenneth J Arrow (1971),
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