

6 April 2010



## **Using e-books - in libraries, on handhelds and what's next**

The London Book Fair, Earls Court  
19 April 2010  
16:00 - 17:00, The Cromwell Room  
London, UK

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### **About the Seminar**

Our customers – academics, practitioners, librarians, researchers, -- are rapidly moving to e-books. The panel will focus on how we need to pay close attention to what is going on in scholarly markets with e-books in libraries and with a variety of handheld devices – iPhones, smartphones, and mobile readers.

### **Panel**

**Organizer/Moderator:** Chris Bennett, Head of Online Sales, Oxford University Press

### **Making Choices in the Digital Sweet Shop: the Continuum Experience**

**Ken Rhodes**, Sales & Marketing Director, Continuum Publishing Group

Reviewing the Continuum experience so far exploring the process, future hopes and pitfalls encountered.

### **Digital book delivery and what users want**

**Dr. Emma Coonan**, M.Sc., Research Skills & Development Librarian, Cambridge University Library

The speaker will ask whether existing digital book delivery methods and functionality are enhancing the user's experience, or frustrating it, and consider what researchers and librarians really want.

### **I know it's a book, but what else can it do?**

**Rebecca Cullen**, Senior Online Product Development Manager, Oxford University Press

Approaches to digital content delivery from the perspective of what best suits the content type as well as user needs.

### **Who should attend?**

Anyone involved in the e-books market

### **Registrants in 2008 & 2009**

Director, Designer/Production manager, VP of Sales & Marketing, Managing Director, Director of Licensing Rights & Permissions, Publishing Manager, Support Librarian, Marketing Director, Sales Operations Manager, Project Manager, Executive Vice President and General Manager, Legal Deposit Manager, Reference Librarian, International Sales Manager, Senior Associate Editor, Business Manager, Global Director, Content Development, Editor in Chief, Publisher, CEO, Pricing Manager, Corporate Strategy, Director Publisher Regulations, Publisher, Commissioning Editor, Technical Services Coordinator, Public Relations Manager, Electronic & Strategic Initiatives Director, CFO, COO, Business Development Manager, President, Associate Director, Book Publishing, Business Development, Editorial Director, CIO, and more . . .

### Organisations represented in 2008 & 2009

Anderson Technology, Pvt, Ltd, Life of Riley, Atypon, Horwood Publishing, Ltd. Libresco, Ltd, American Society of Clinical Oncology, University of London, Palgrave Macmillan, British Geological Survey, Elsevier, Brill USA, British Library, NYU School of Law Library, Royal Pharmaceutical Society of Great Britain, CABI, Boydell & Brewer, Ltd. Nias Press, Thames & Hudson, Ltd, Sage Reference, Polish Scientific Publishers PWN, Follett Digital Resources, Sage Publications, Facet Publishing, Phaidon Press, Association of American University Presses, Elnet Consortium, The Federation Press, Impelsys India, EBL-EBook Library, Duno, Cambridge University Press, Gyldendal Norsk Forlag, Continuum, Georg Thieme Verlag, Metapress, Student Litteratur AB, Swets, Woodhead Publishing, Taylor & Francis, Springer, Burgundy Information Services, University of Leicester, John Wiley & Sons, Practical Action Publishing, Wolters Kluwer Health, Oxford University Press, Reference Tree, Ltd, I.K. International Publishing House, NTNU Library Norway, Nottingham University Press and more . . .

### Please visit STM at the London Book Fair - Stand 0525 Registration Form

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Admission is free, but advance registration is required for both the panel and the London Book Fair.

Name \_\_\_\_\_

Business Title \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

STM Member

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Registration form should be e-mailed to [info@stm-assoc.org](mailto:info@stm-assoc.org) or faxed to Sofie Peeters at +32 2 761 16 99. Questions, please e-mail [dinnage@stm-assoc.org](mailto:dinnage@stm-assoc.org)