



ELSEVIER

the importance of scholarly information in the research process

Phile Govaert

Business Development Director International Markets

Date: September 2007

Elsevier continues to support Latin America's improvements in its R&D efficiency and output

- Elsevier is a global player and a big investor in the S&T system globally and in Latin America
- Human Development in Latin America is not far behind the EU/US levels, Investments in R&D (spend per Capita) is not in line with the UK
- The R&D performance gap resulting from the investment disparity can best be seen in International rankings and article output
- ...But Elsevier's investments in online content delivery has boosted article output growth and enhanced productivity
- In the coming decade Elsevier will keep investing in high quality content and research tools supporting researchers innovative drive towards the future

Business Unit of Reed Elsevier PLC



Elsevier, Reed Elsevier's global Science & Medical division, is the leading provider of high quality scientific, technical and medical information to the academic, research and healthcare communities.



Reed Elsevier's Legal division, **LexisNexis**, is a global provider of authoritative legal, news, public records and business information, including tax and regulatory publications in print or online.



Reed Business, Reed Elsevier's global Business division, is a provider of magazines, exhibitions, directories, online media and marketing services across five continents. Its prestige brands serve professionals across a diverse range of industries.

Elsevier has a long history of scientific publishing



- The Publishing House of Elzevir was first established in 1580 by Lowys (Louis) Elzevir



- Keeping to the tradition of publishing established by Lowys Elzevir, Jacobus George Robbers established the modern Elsevier Company in 1880



- Among those authors who published with Elsevier are, Galileo, Erasmus, Descartes, Alexander Fleming, Julius Verne, Stephen Hawking

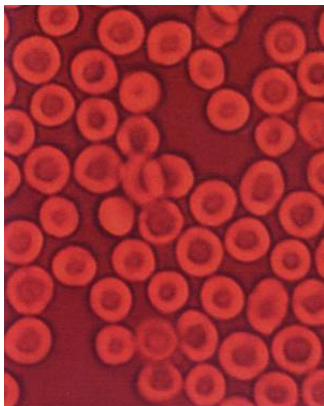
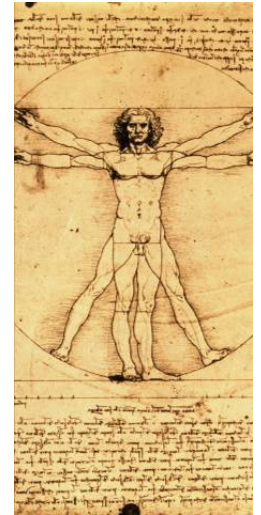


In 1638 Elzevir published Galileo Galilei's greatest work



- Galileo published his “*Discorsi e dimostrazioni matematiche, intorno a due nuove scienze*” - his last work – with Elzevir despite being banned by the Inquisition and is recognized as the first important work of modern physics

- The publication of “*Gray's Anatomy*” in 1858 was a landmark for the study of the human anatomy and in many ways for the whole of medicine



- The publication of the book, edited by Sir Alexander Fleming, about a revolutionary new antibiotic, “*Penicillin: Its Practical Application*” in 1946

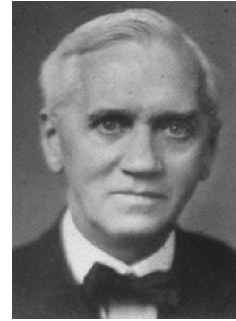
Nobel prize winners published with Elsevier



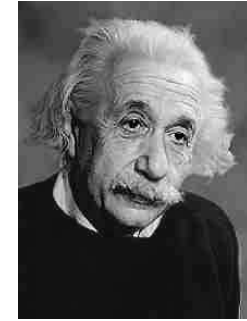
Niels Bohr



Louis Pasteur

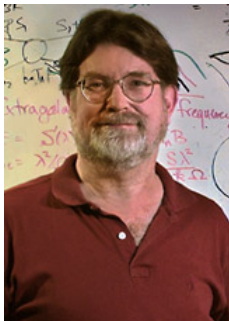


Alexander Fleming



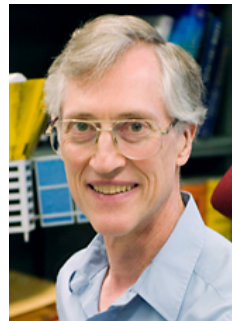
Albert Einstein

In history



George F. Smoot

Physics



John C. Mather

Physics



Roger D. Kornberg

Chemistry



Craig C. Mello

Medicine

Elsevier holds a leading positions in both Science & Technology and Health Sciences markets....

Science & Technology

Elsevier position: #1

Health Sciences

Elsevier position: #1

Science Journals (print and online)

Clinical Reference and Medicine

Nursing and Health Professionals Journals and Pharma Communications

Leading scientific publisher
1,800+ journals
7 million articles available on ScienceDirect

Leading medical publisher
8,000+ medical textbooks and reference works

Databases and software

International

Books (print and online)

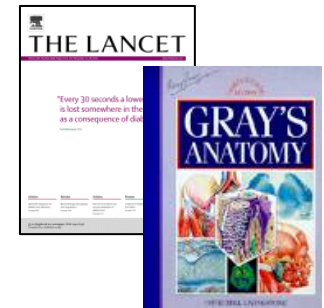
.....and is a global player providing high quality content to more than 180 countries

- 7,000+ employees, 77 offices in 24 countries
- Sales in 180+ countries
- Serving 30 million+ scientists, students, health and information professionals
- 2,000 journals and 1,900 new books each year



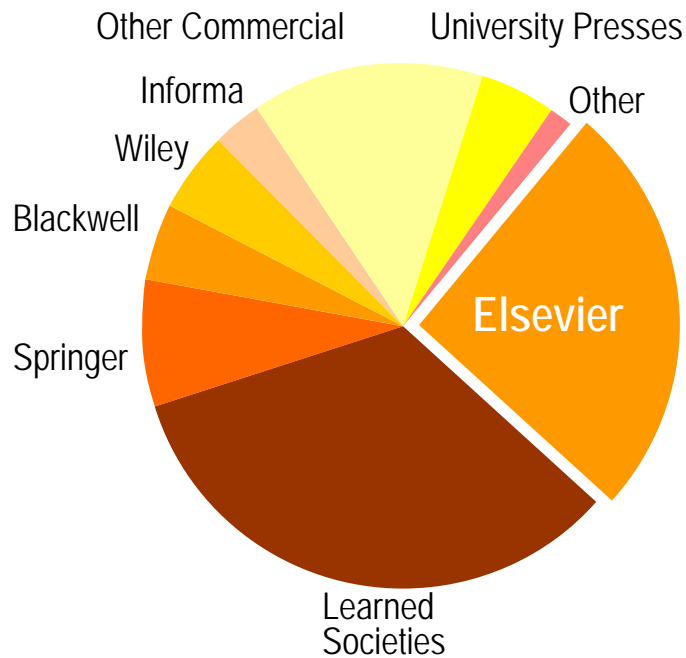
SCOPUS

MDConsult



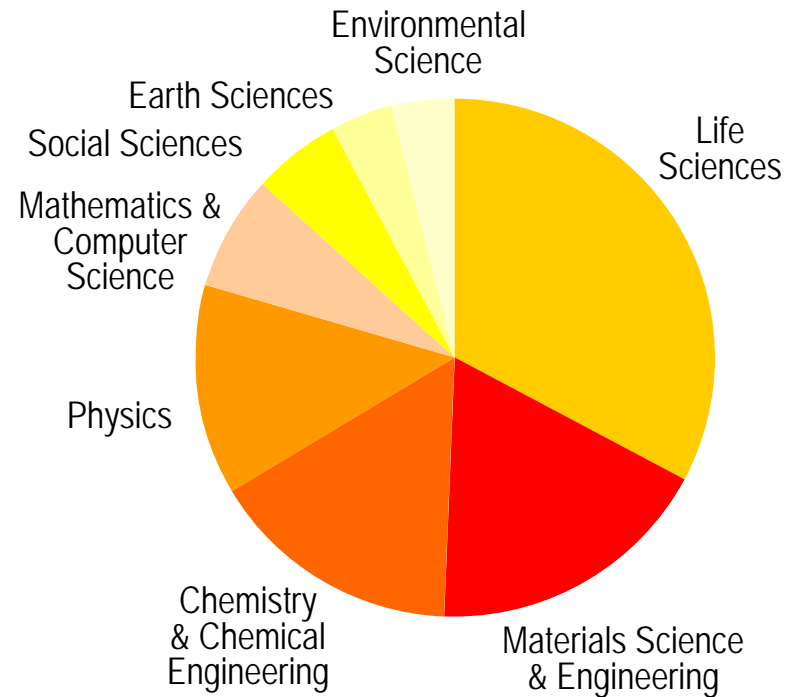
Elsevier is the largest S&T publisher, with a diversified portfolio

Scientific research articles published 2005



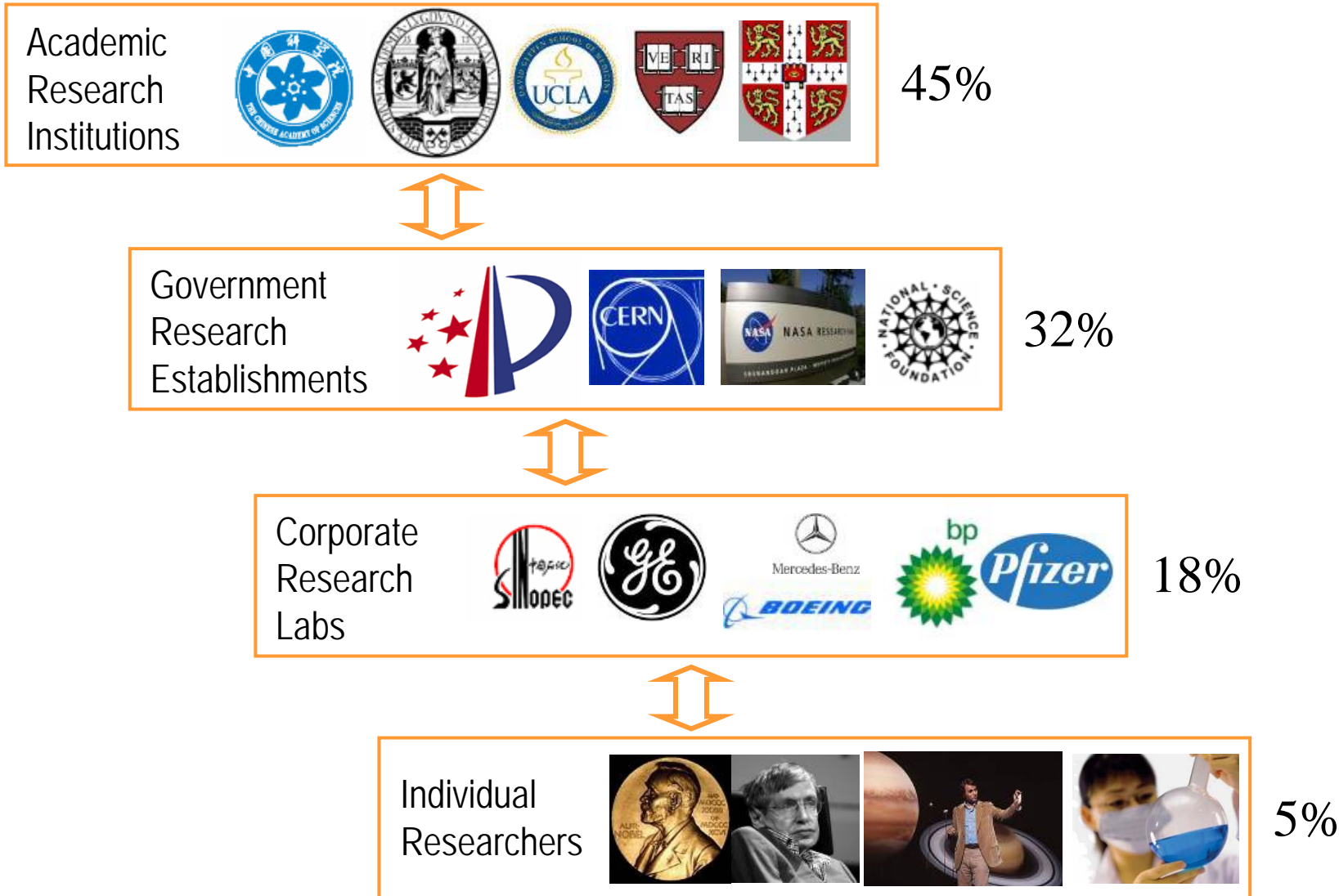
1 million+ English language research articles published globally in 2005

Our scientific disciplines 2005

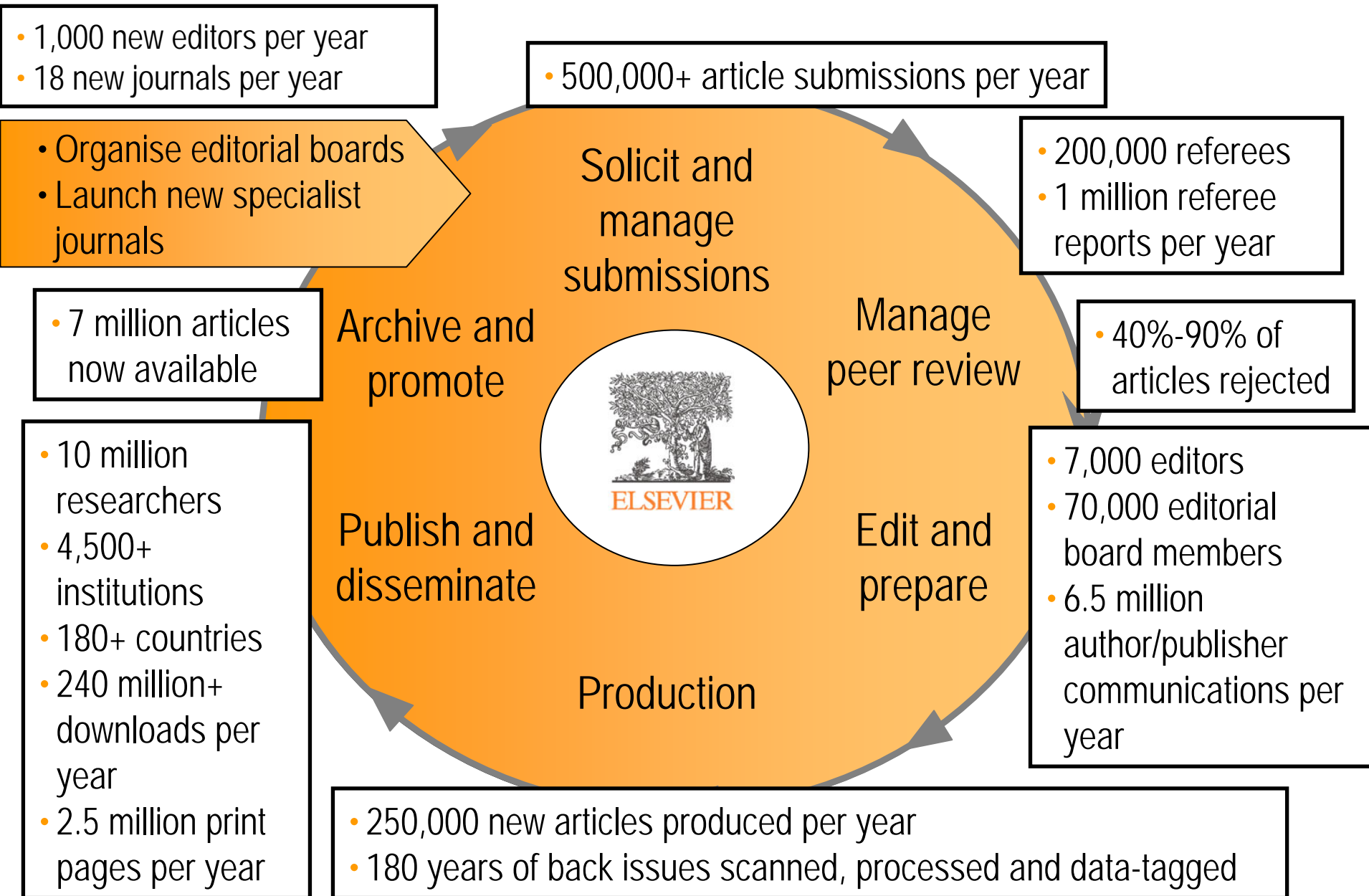


250,000+ English language research articles published with Elsevier in 2005

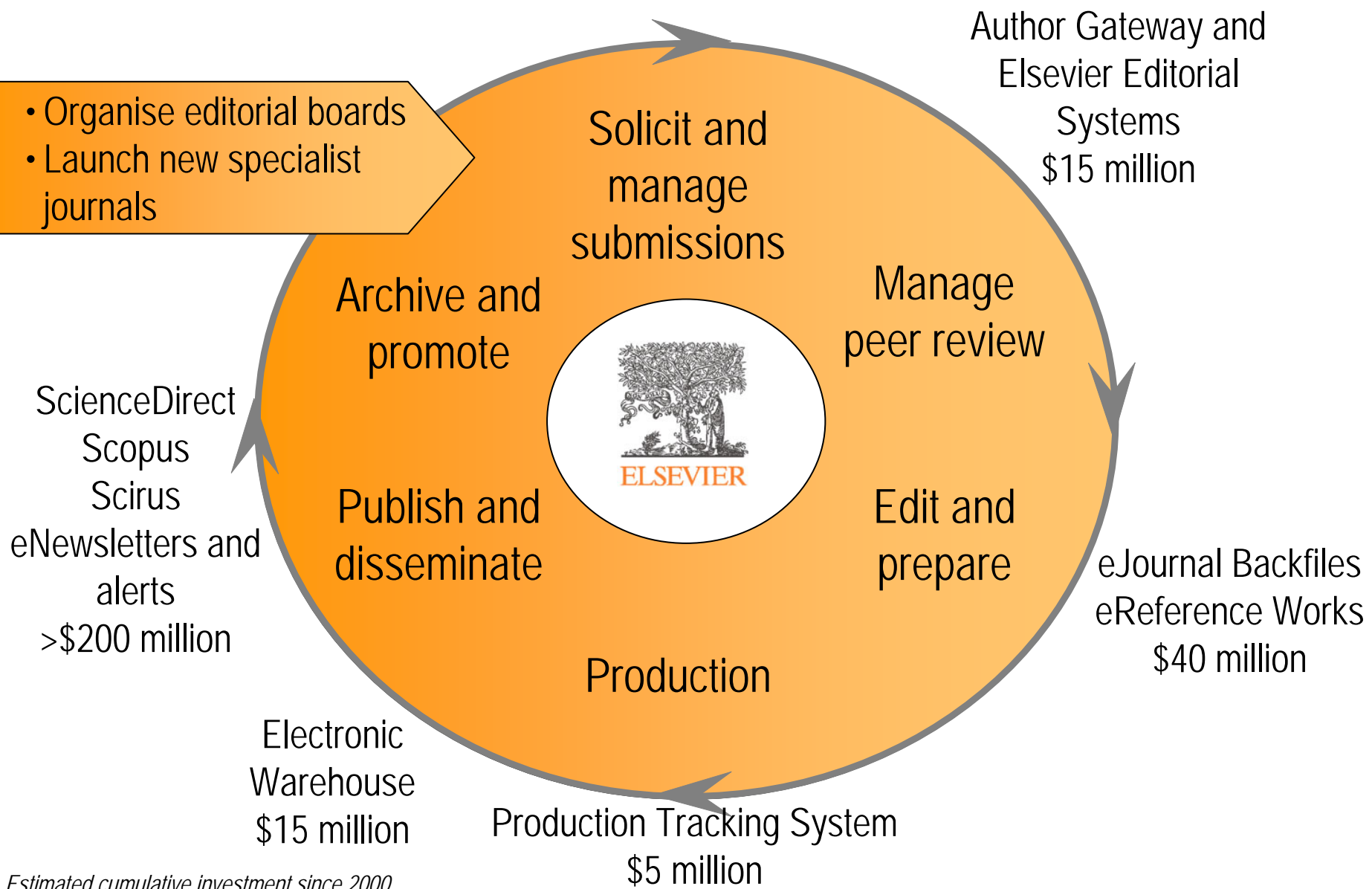
Elsevier's customers include the world's leading research and academic institutions



Journal publishing volume



Journal publishing investments

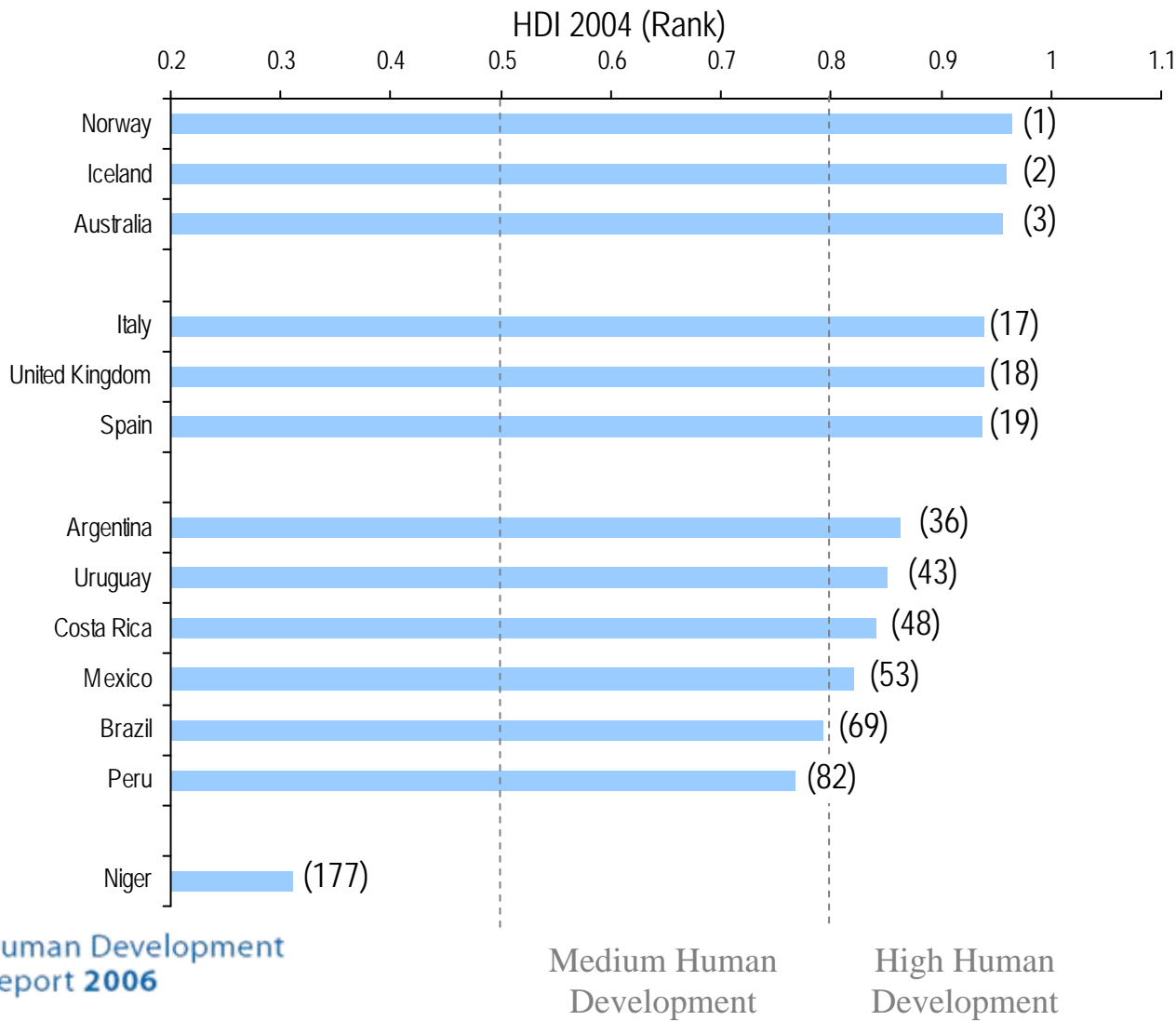


Estimated cumulative investment since 2000

Elsevier continues to support Latin America's improvements in its R&D efficiency and output

- Elsevier is a global player and a big investor in the S&T system globally and in Latin America
- **Human Development in Latin America is not far behind the EU/US levels, Investments in R&D (spend per Capita) is not in line with the UK**
- The R&D performance gap resulting from the investment disparity can best be seen in International rankings and article output
- ...But Elsevier's investments in online content delivery has boosted article output growth and enhanced productivity
- In the coming decade Elsevier will keep investing in high quality content and research tools supporting researchers innovative drive towards the future

The Human Development Index is a measure indicating the level of development of countries compared to each other

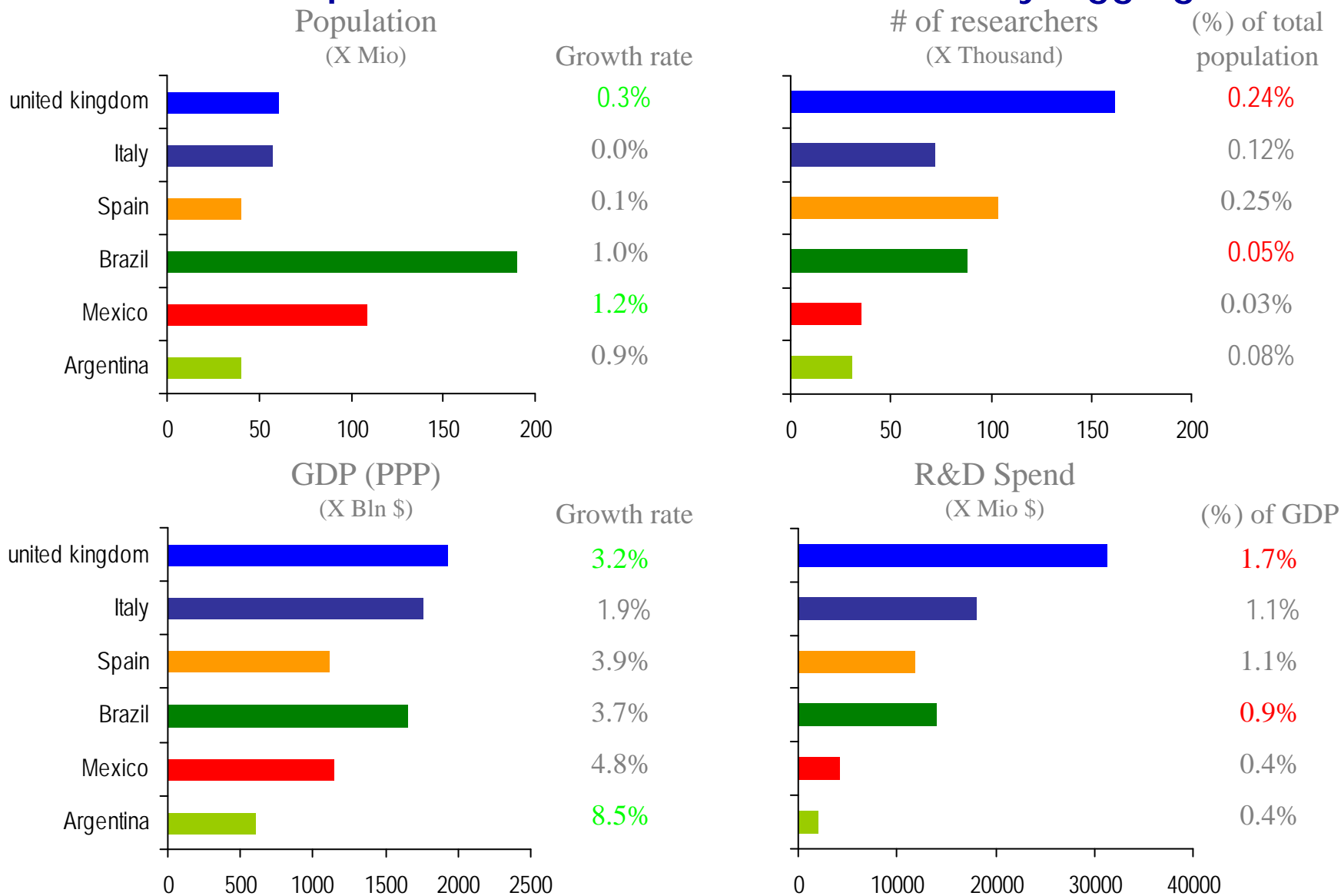


Human Development in The Latin American region is approaching and surpassing the dividing line between Medium and High human development

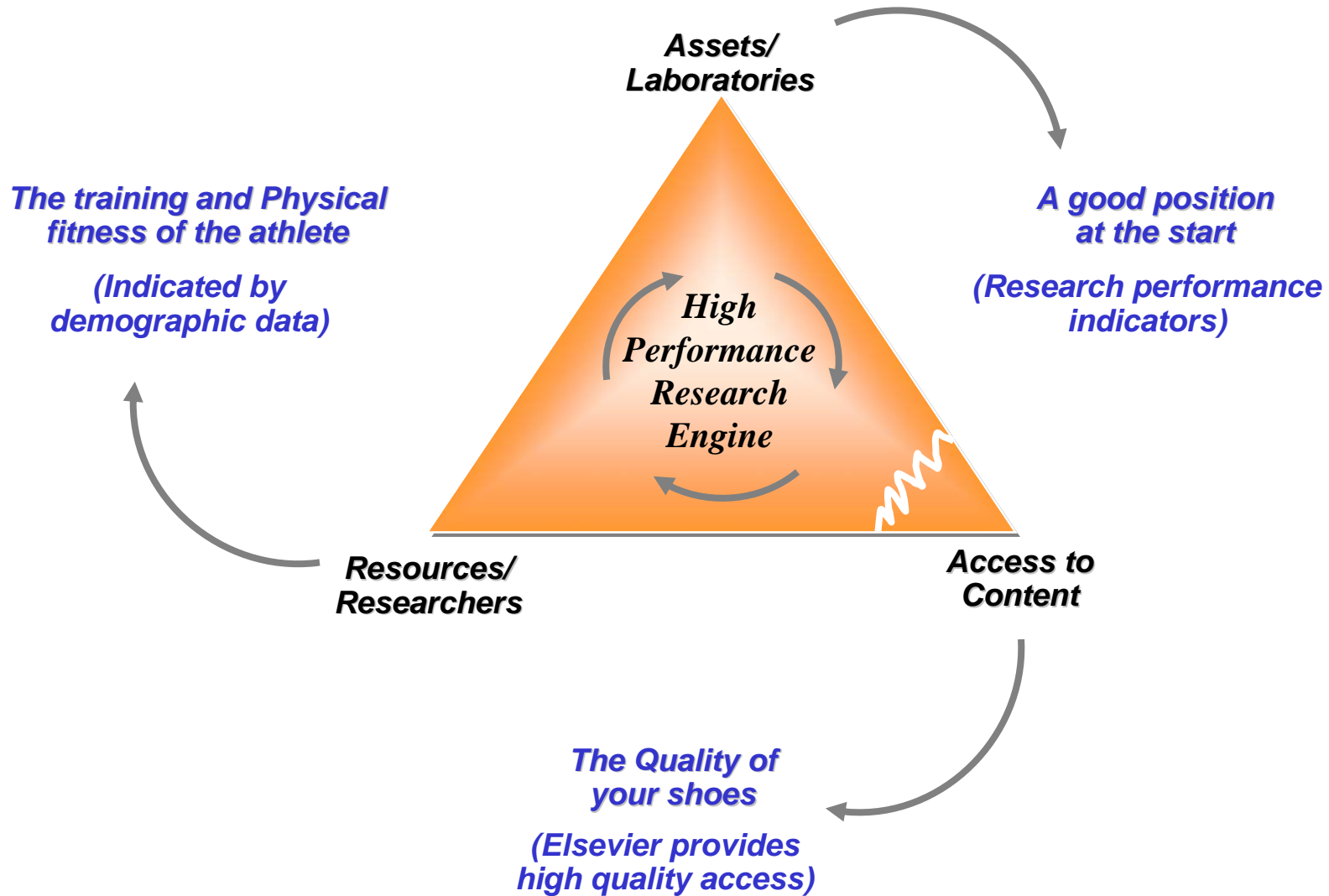
$$\text{HDI} = \frac{1}{3} (\text{Life Expectancy Index}) + \frac{1}{3} (\text{Education Index}) + \frac{1}{3} (\text{GDP Index})$$



Economic and Population growth in LA are higher than in the UK, however R&D Spend and # of researchers are clearly lagging



Research is like running a marathon...



The training and physical fitness of the athlete



Paul Tergat
Born: 17-06-1969
Nat.: Kenyan

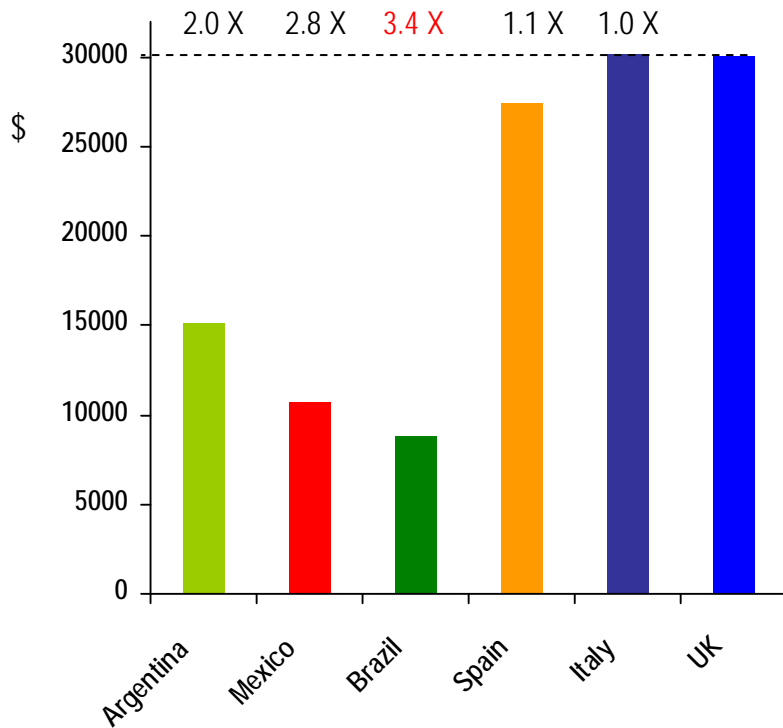


Smiling after having finished first in the 2003 marathon of Berlin in a new world-record of 2 hours 4 minutes and 55 seconds

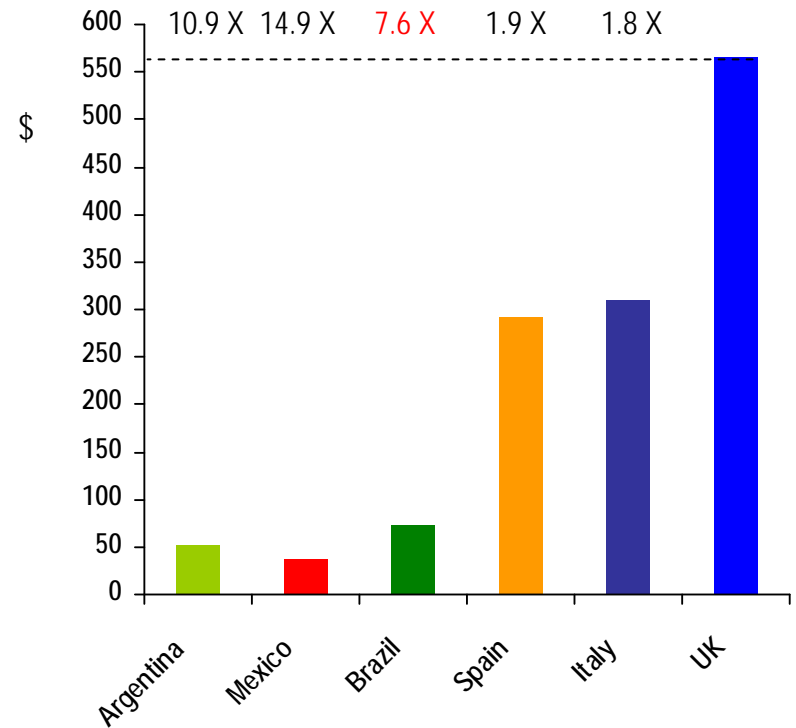


The per capita R&D spend is significantly below the UK figures

2006 – GDP/Capita



2006 – R&D-spend/Capita



Low and Medium developed countries can significantly increase their performance in R&D by increasing their investment per Capita to the UK-GDP/Capita ratio

Elsevier continues to support Latin America's improvements in it's R&D efficiency and output

- Elsevier is a global player and a big investor in the S&T system globally and in Latin America



Brazil

Argentina

Mexico

Spain

Italy

US

UK

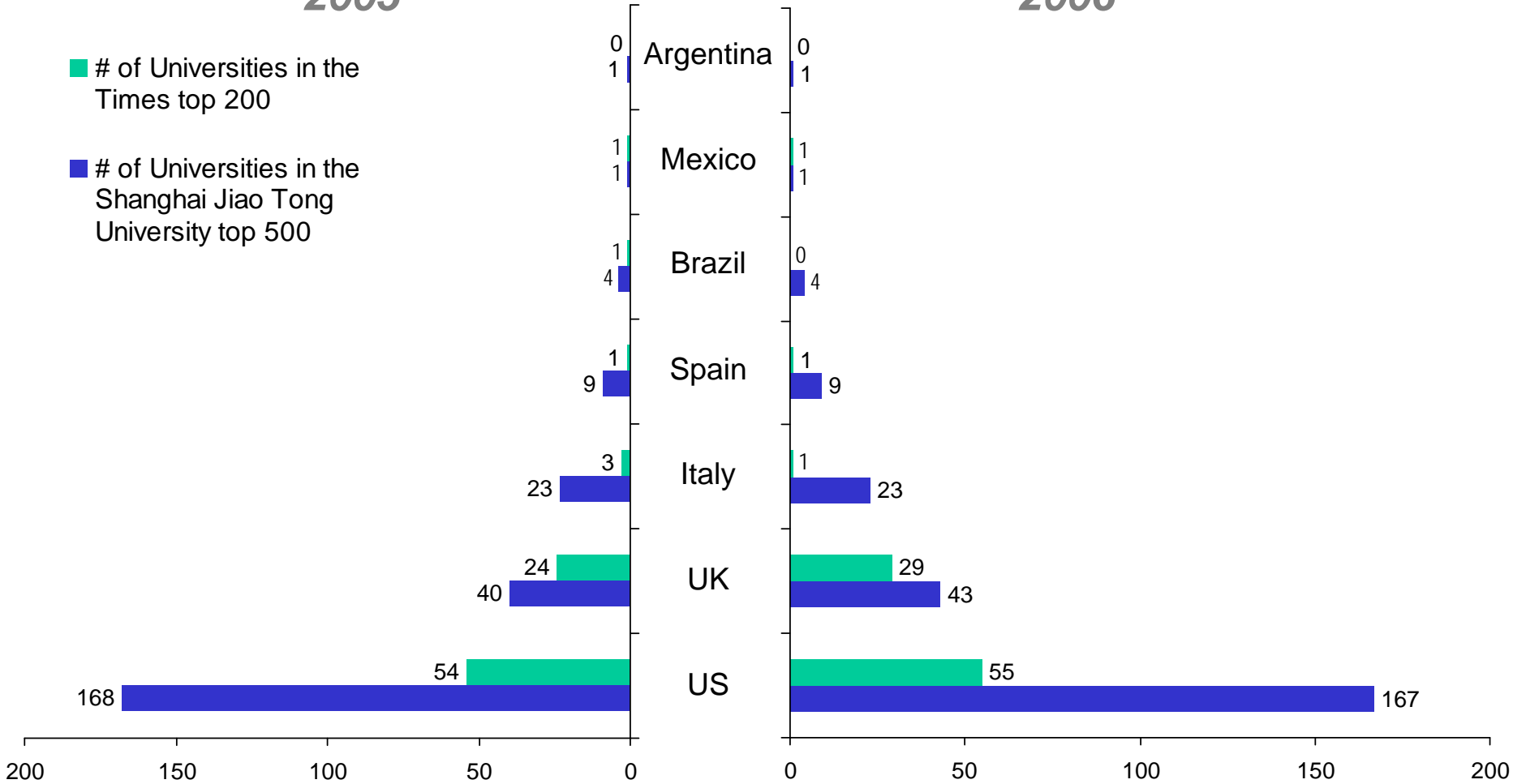
research tools supporting researchers innovative drive towards the future

International University rankings show a wide gap between Latin/Middle America and the UK/US

2005

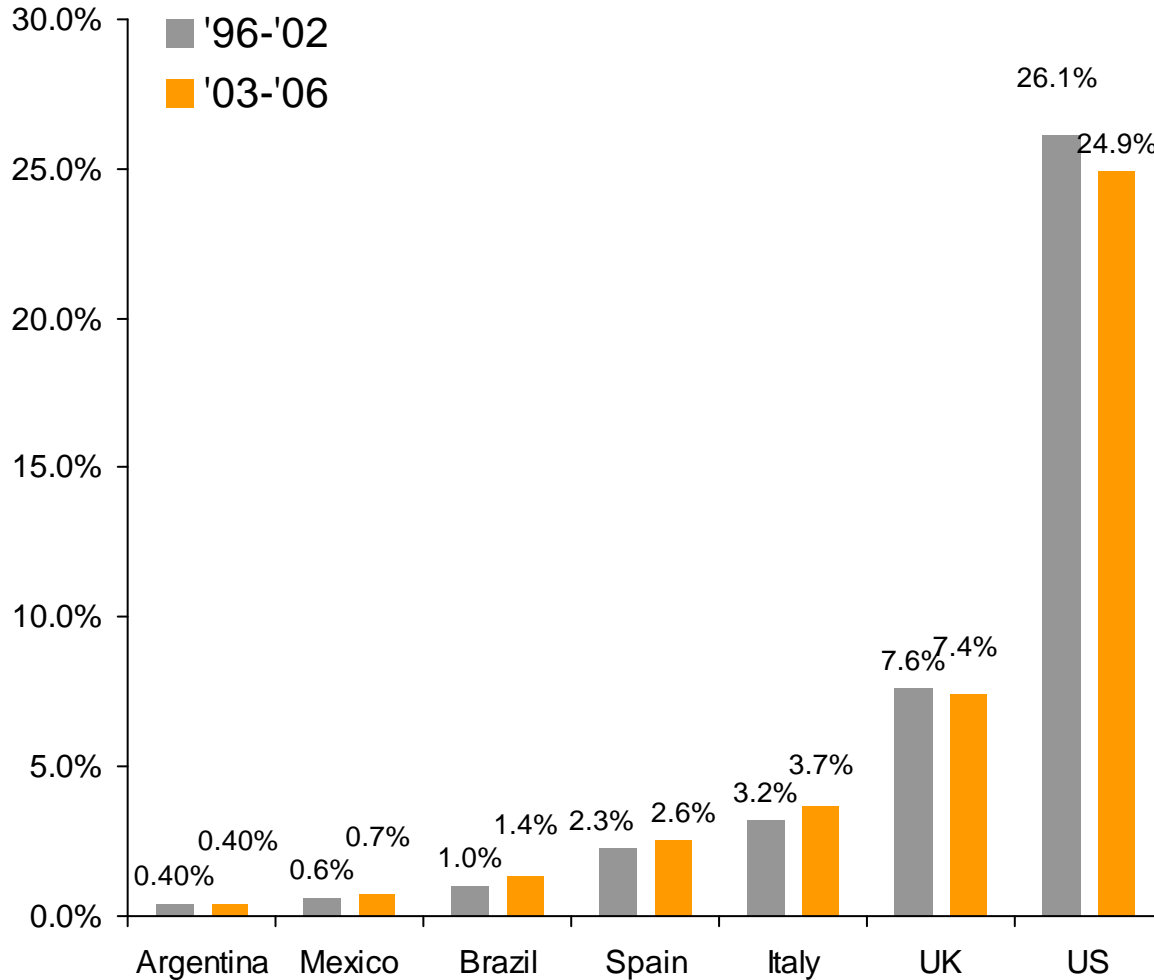
2006

- # of Universities in the Times top 200
- # of Universities in the Shanghai Jiao Tong University top 500

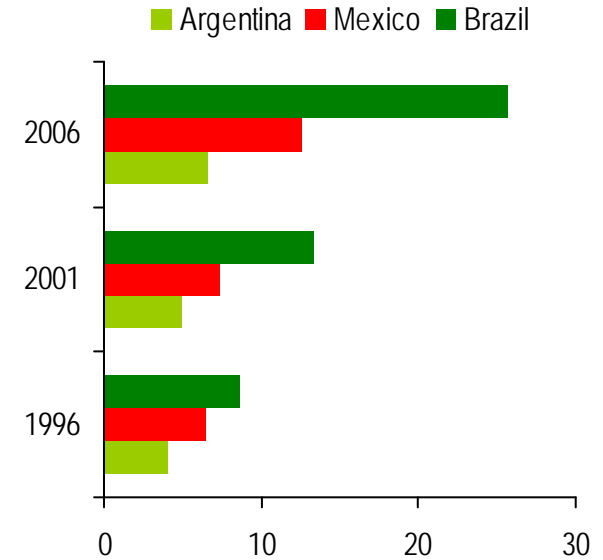


Brazil has only 1.4 % of articles indexed on Scopus but shows promising growth, while UK and US shares decline

Average share of articles published worldwide



articles published

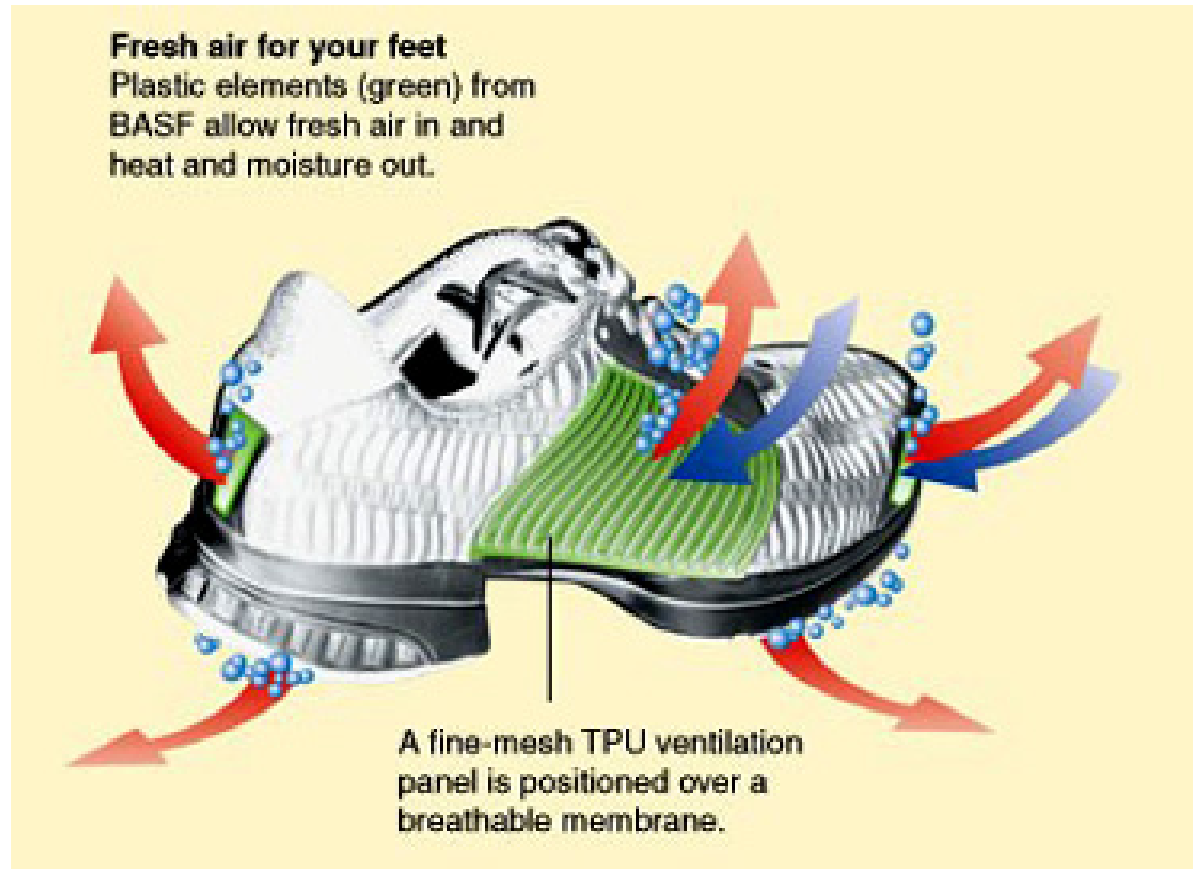


Growth	'02-'06	'96-'01
Brazil	14%	9%
Mexico	12%	3.5%
Argentina	6%	4%

Elsevier continues to support Latin America's improvements in its R&D efficiency and output

- Elsevier is a global player and a big investor in the S&T system globally and in Latin America
- Human Development in Latin America is not far behind the EU/US levels, Investments in R&D (spend per Capita) is not in line with the UK
- The R&D performance gap resulting from the investment disparity can best be seen in International rankings and article output
- **...But Elsevier's investments in online content delivery has boosted article output growth and enhanced productivity**
- In the coming decade Elsevier will keep investing in high quality content and research tools supporting researchers innovative drive towards the future

The quality of your shoes



To win in R&D, Elsevier provides the best equipment

The image displays two overlapping web interfaces. The top interface is ScienceDirect, and the bottom is SCOPUS. Both show search results for the query 'AFFIL(india)'. The SCOPUS interface is more detailed, showing a 'Refine Results' table and a list of search results.

ScienceDirect Interface:

- Logo: ScienceDirect
- Slogan: Brought to you by: The ScienceDirect Team
- Navigation: Home, Browse, Search, Abstract Databases, My Settings, Alerts, Help
- Search Fields: Title, abstract, keywords; Author (e.g. j.s.smith); Journal/book title; Volume; Issue; Page
- Left Sidebar: Browse by title (A-Z), Browse by subject (Physical Sciences and Engineering, Life Sciences, Health Sciences, Social Sciences and Humanities)
- Right Sidebar: Why Register? (Register for Personalization and Alerting Services), Quick Links (Favorite Journals / Books, Alerts), ScienceDirect celebrates (1 billion full-text downloads, 1,000,000,000 full-text downloads, 1 billion articles stacked)

SCOPUS Interface:

- Logo: SCOPUS
- Navigation: Search, Sources, My Alerts, My List, My Profile
- Quick Search: [] Go
- Search Summary: Scopus: 427,927 | Web (1) | Patents (11,787) | SelectedSources (0) | Search your library
- Your query: AFFIL(india) | Edit | Save | Save as Alert | RSS
- Refine Results Table:

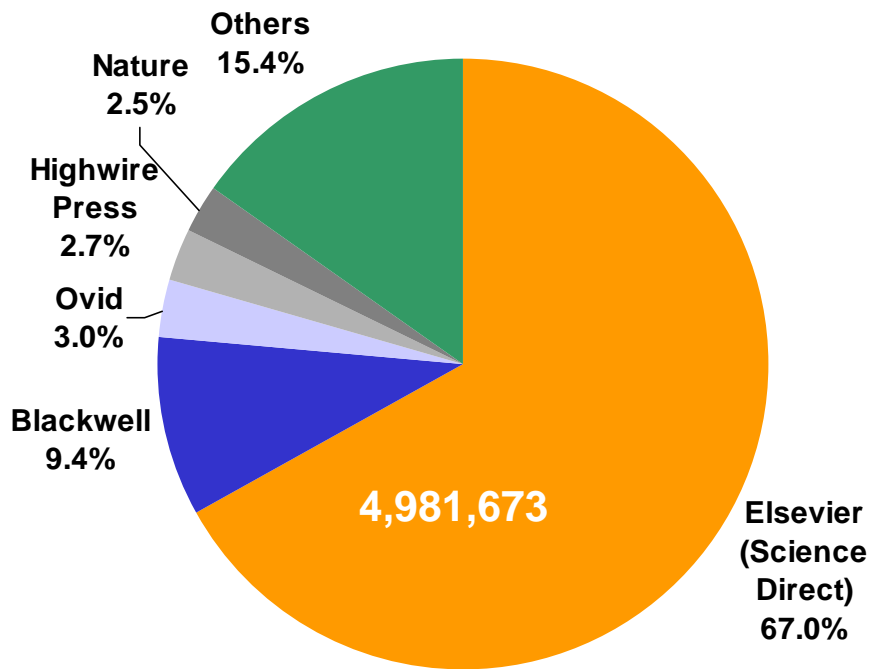
Source Title	Author Name	Year	Document Type	Subject Area
<input type="checkbox"/> Indian Journal of Experimental Biology (5,674)	<input type="checkbox"/> Yadav, J.S. (537)	<input type="checkbox"/> 2007 (431)	<input type="checkbox"/> Article (366,529)	<input type="checkbox"/> Medicine (106,811)
<input type="checkbox"/> Current Science (4,783)	<input type="checkbox"/> Ganguly, N.K. (510)	<input type="checkbox"/> 2006 (30,205)	<input type="checkbox"/> Review (12,461)	<input type="checkbox"/> Engineering (59,543)
<input type="checkbox"/> Indian Journal of Medical Research (4,558)	<input type="checkbox"/> Rao, C.N.R. (492)	<input type="checkbox"/> 2005 (35,153)	<input type="checkbox"/> Letter (8,992)	<input type="checkbox"/> Biochemistry, Genetics and Molecular Biology (57,751)

- Results: 427,927 | Search within results: [] Go
- Actions: Output, Citation tracker, Add to list | Select: All Page | 1 to 20 | Next
- Search Results Table:

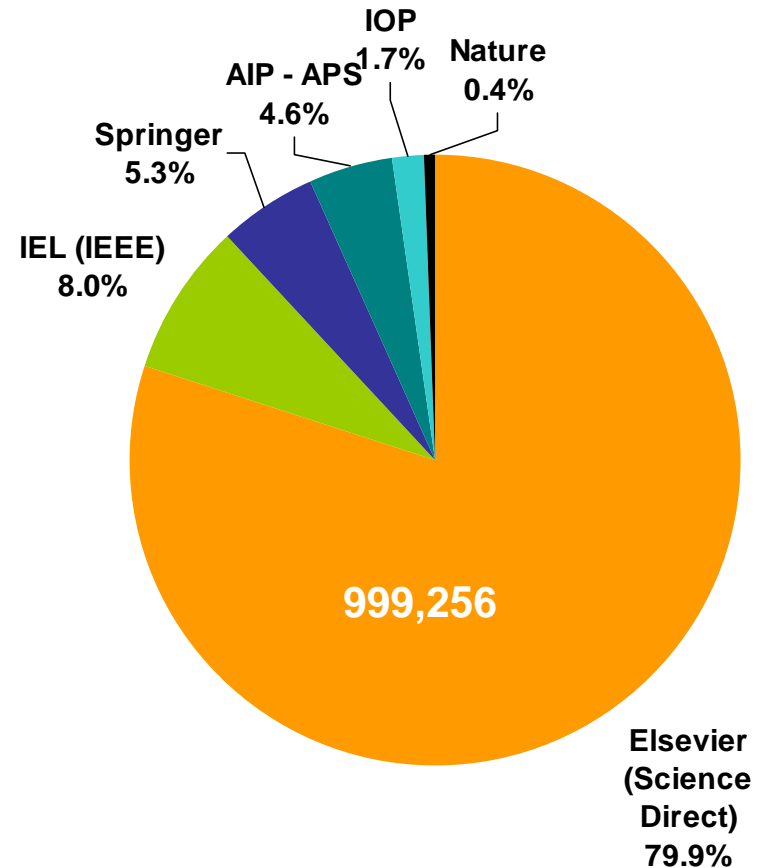
Document (sort by relevance)	Author(s)	Date	Source Title	Cited By
1. <input type="checkbox"/> Selection of logistics service provider: An analytic network process (ANP) approach Abstract + Refs View at Publisher	Jharkharia, S., Shankar, R.	2007	<i>Omega</i> 35 (3), pp. 274-289	0
2. <input type="checkbox"/> An opinion survey based assessment of renewable energy technology development in India	Chandrasekar, B., Kandpal, Tara.C.	2007	<i>Renewable and Sustainable Energy Reviews</i> 11 (4), pp. 688-701	0

Elsevier is the leading STM journal publisher in Brazil and Argentina

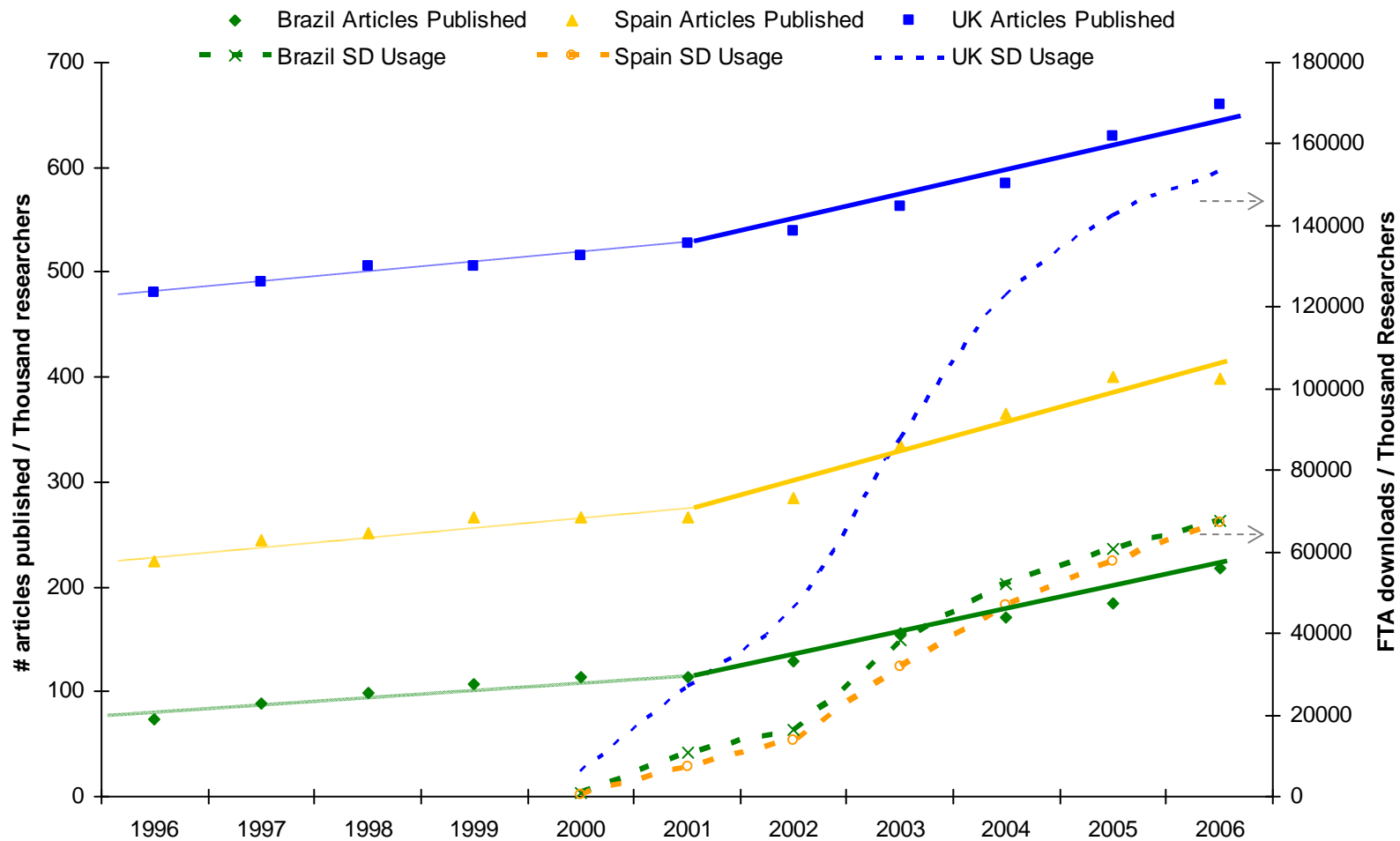
Jan-Jun 2007 FTA usage at CAPES (Brazil)



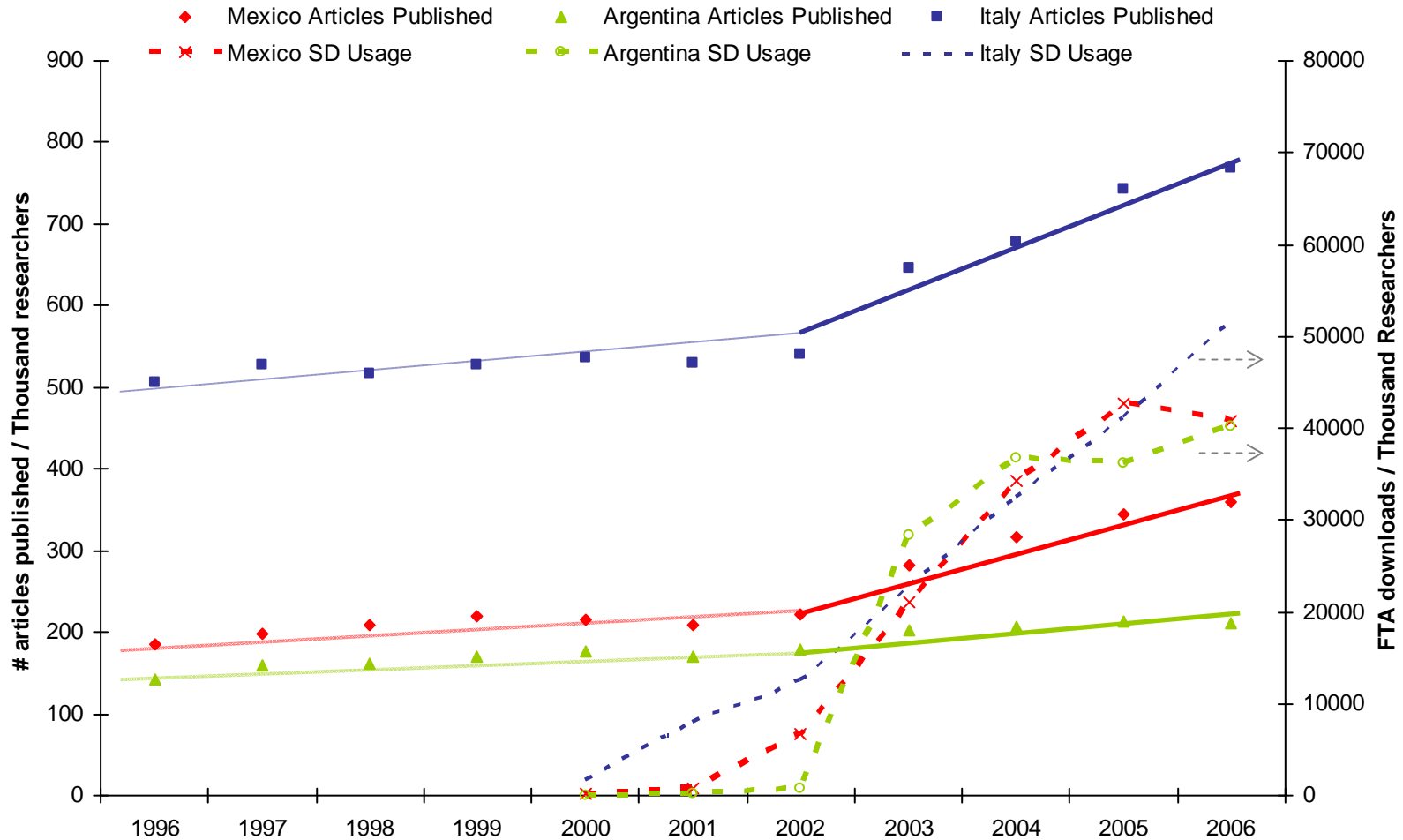
2005 FTA usage at SECYT (Argentina)



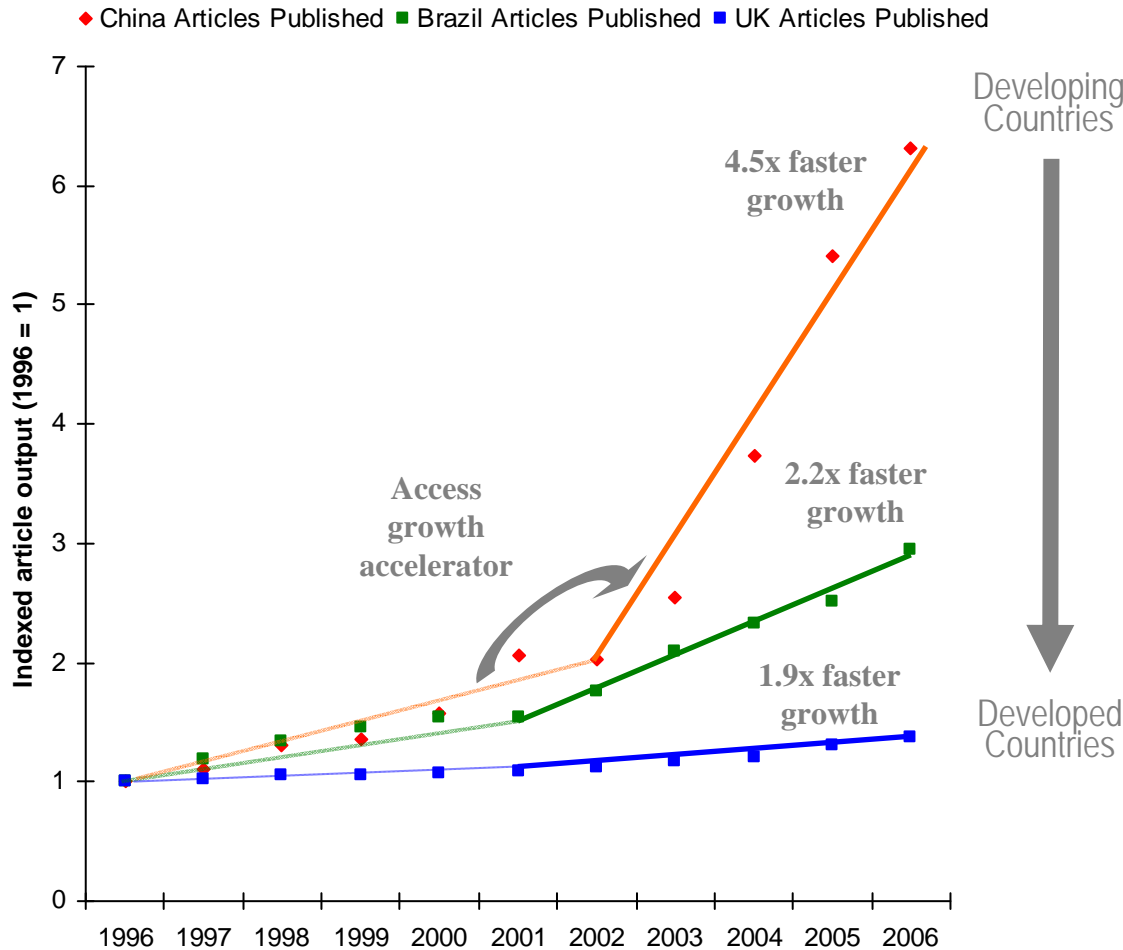
Electronic access to large volumes of current content has significant influence on the article output growth of countries



The rapidly increasing usage of SD explains the sharp increase in # of articles published



Developing countries have a larger benefit from electronic access to high quality content than developed countries



- Historically High print subs. In the UK e.g. transition from paper to electronic small
- In Brazil the transition from paper to electronic content opened up access to a much larger volume of content
- In China the amount of content available before the launch of SD was insignificant compared to the amount available today

Elsevier continues to support Latin America's improvements in its R&D efficiency and output

- Elsevier is a global player and a big investor in the S&T system globally and in Latin America
- Human Development in Latin America is not far behind the EU/US levels, Investments in R&D (spend per Capita) is not in line with the UK
- The R&D performance gap resulting from the investment disparity can best be seen in International rankings and article output
- ...But Elsevier's investments in online content delivery has boosted article output growth and enhanced productivity
- **In the coming decade Elsevier will keep investing in high quality content and research tools supporting researchers innovative drive towards the future**

Which shoes to wear



Golf



Running



Basketball

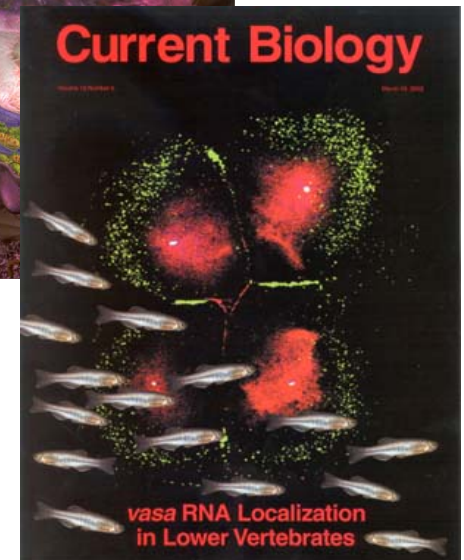


Cell Press, an imprint of Elsevier, improves scientific communication through the publication of exciting biology research and reviews.

- 12 Cell Press journals in publication

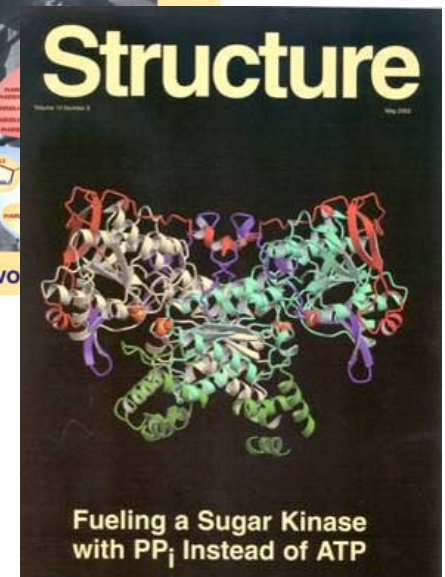
Cell	Cancer Cell
Cell Host & Microbe	Cell Metabolism
Cell Stem Cell	Chemistry & Biology
Current Biology	Developmental Cell
Immunity	Molecular Cell
Neuron	Structure

- Cell Press's mission is to continue to publish and develop journals that deliver the highest possible intellectual rigor, promote community trust, and are widely disseminated



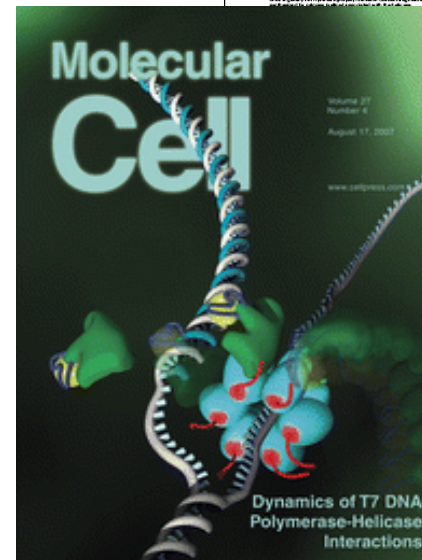
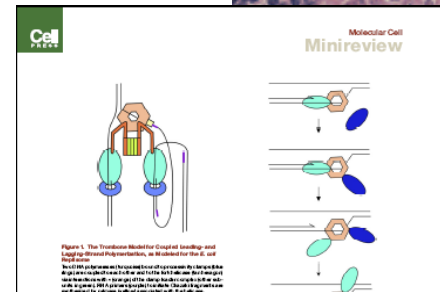
Cell Press Abstracts and Tables of Content are available to all ScienceDirect subscribers

- Early access to important papers: selected articles appear up to 2 weeks ahead of the printed issue
- Monthly pod casts on current developments
- Links to PubMed
- Browsing rather than searching – the importance is in the collection of material



Cell Press provides open access through ScienceDirect and the Cell Press Journal sites to it's recent archive

- The recent archive of Cell Press journals includes content that is 12 months old or older and dates back to content from 1995
- Each month as new issues are published, the freely accessible archive grows as issues that are older than 12 months are added to the recent archive



Updated daily, Scopus offers access to the largest Abstract and Citation database of peer reviewed literature and quality web sources

- 15,000+ peer-reviewed journals from more than 4,000 international publishers
- 1,000+ open access journals
- 500 conference proceedings
- Over 600 trade publications
- Over 125 book series
- 30+ million records, of which:
 - 15 million records include references going back to 1996
 - 15 million pre-1996 records go back as far as 1900
- 265 million references

SCOPUS



Quick Search Go

Brought to you by Library catalogue

Scopus: 62,453 Web (671,416) Patents (150,200) SelectedSources (12) [Search your library](#)

Tabular view

Your query: TITLE-ABS-KEY(gene therapy) [Edit](#) [Save](#) [Save as Alert](#) [RSS](#)

[Search History](#)

Refine Results

Refine Results

Source Title	Author Name	Year	Document Type	Subject Area
<input type="checkbox"/> Gene Therapy (1,906)	<input type="checkbox"/> Curiel, D.T. (311)	<input type="checkbox"/> 2007 (1,308)	<input type="checkbox"/> Article (43,882)	<input type="checkbox"/> Medicine (35,903)
<input type="checkbox"/> Human Gene Therapy (1,627)	<input type="checkbox"/> Kaneda, Y. (211)	<input type="checkbox"/> 2006 (5,954)	<input type="checkbox"/> Review (15,397)	<input type="checkbox"/> Biochemistry, Genetics and Molecular Biology (28,146)
<input type="checkbox"/> Blood (1,295)	<input type="checkbox"/> Morishita, R. (183)	<input type="checkbox"/> 2005 (6,675)	<input type="checkbox"/> Short Survey (1,167)	<input type="checkbox"/> Immunology and Microbiology (6,045)
More...	More...	More...	More...	More...

[Limit to](#) [Exclude](#)

Sort by highest cited article

Results: 62,453

Search within results Go

[Output](#) [Citation tracker](#) [Add to list](#) Select: All Page

1 to 20 [Next](#)

Document (sort by relevance)	Author(s)	Date	Source Title	Cited By
1. <input type="checkbox"/> The NF-κB and IκB proteins: New discoveries and insights Abstract + Refs View at Publisher Show Abstract	Baldwin Jr., A.S.	1996	<i>Annual Review of Immunology</i> 14, pp. 649-681	2993
2. <input type="checkbox"/> Distinct types of diffuse large B-cell lymphoma identified by gene expression profiling Abstract + Refs View at Publisher Show Abstract	Alizadeh, A.A. , Elsen, M.B. , Davis, R.E. , Ma, Ch.L. , Lossos, I.S. , Rosenwald, A. , Boldrick, J.C. , (...), Staudt,	2000	<i>Nature</i> 403 (6769), pp. 503-511	2575

Scopus new features

- Author and INSTITUTE profiling
- Performance indicators with graphical representation
- Full coverage of all 400 Scielo journals
- Elsevier is committed to add links to all CNPq data

Engineering Village

- Specialized for engineering, technical and geological focus area's
- Powerful discovery platform hosting subject specific databases
- Integrates premium bibliographic databases
 - Journal, Trade, Conference, Patent, & Reference Content
- Offers tools for successful research:
 - **Focus on engineering** ensures relevant results
 - **Full-text links** deliver fastest route to documents
 - **Extensive Personalization options**
- **Used at over 1250 institutions world-wide**

www.ei.org

Engineering Village is the premier platform for the research engineering community

- Engineering Village provides (and combines) access to:
 - **Compendex** the most comprehensive engineering literature database available, covering the entirety of the field
 - **Inspec** provides a specialized focus on literature published in the area of physics, electrical engineering, computing and control, and information technology
 - **NTIS** (National Technical Information Service) provides access to unclassified reports from influential U.S. and international government agencies
 - **Referex Engineering** contains reference information from Elsevier's book imprints
 - **Ei Patents** features abstracted searching of complete patent files of the US Patent and Trademark Office and the European Patent Office
 - **Geobase** a Multidisciplinary bibliographic resource deeply indexing literature across earth sciences, geology, geomechanics and environmental sciences

www.ei.org



ELSEVIER

Thank You

