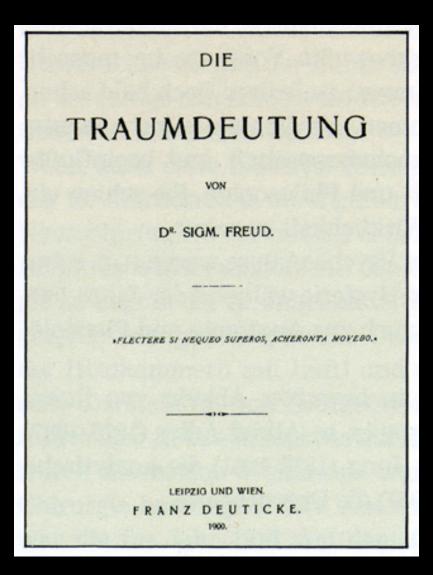
"Book is a book is a book is a book"?

Open Access Monographs and the Changing Nature of Contemporary Scholarly Publishing

Agata Morka
Product Manager, Books
Versita (De Gruyter Publishing Group)
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I had written a monograph on a certain plant. The book lay before me and I was at the moment turning over a folded colored plate.

Sigmund Freud, 1898



"Behind one door is tenure - behind the other is flipping burgers at McDonald's."

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TENURE

Tenure criteria

Points

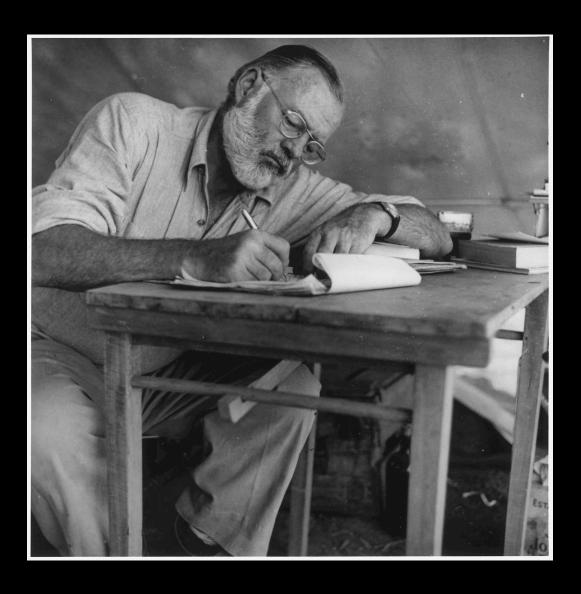
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Dean's shelf syndrome



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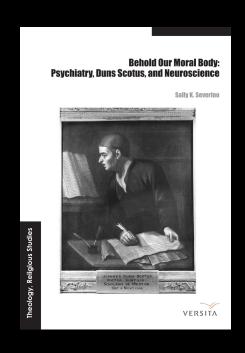
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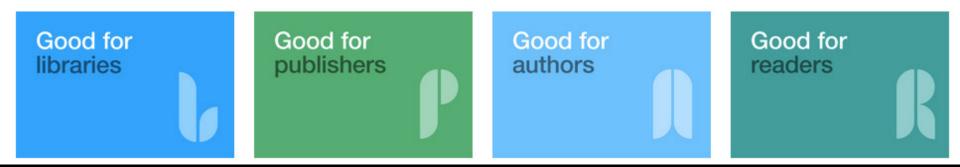
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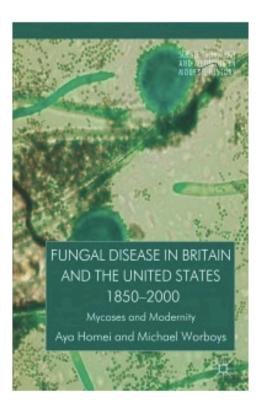






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Wellcome Trust, Palgrave Macmillan Publish Their First Open-Access Monograph



Last May the Wellcome Trust, a leading British sponsor of biomedical research, expanded its support for open access to include monographs as well as journal articles. In partnership with the trust, Palgrave Macmillan has just put out its first open-access monograph—a notable step, albeit not a cheap one, toward expanding open-access monograph-publishing options for researchers.

The monograph is a history-of-medicine study, Fungal Disease in Britain and the United States, 1850-2000, by Aya Homei and Michael Worboys. Digital copies of the book can be downloaded free from Palgrave Connect or retailers like Amazon.com, thanks to the Wellcome Trust's having stepped up to cover Palgrave's publication

charges of £11,000 (about \$17,700 at current exchange rates).

"We wanted to come up with a model that was sustainable for our business," says Carrie Calder, Palgrave's director of market development. "This really covers everything from the editing to the distribution to the bibliodata to the marketing." Still, she says, the publisher recognizes that such fees mean the open-access program is "not accessible for



VANITY



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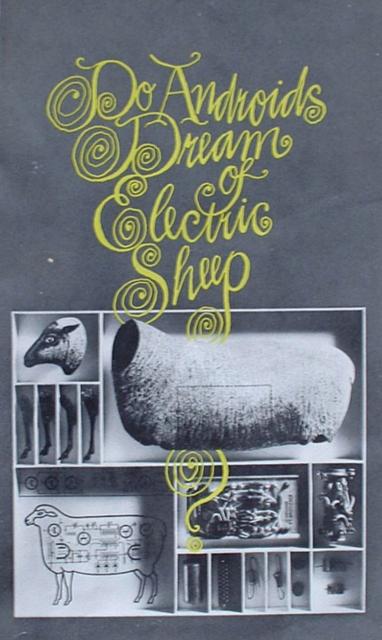


TANGIBILITY



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Doubleday Science Fiction Philip K.Dick



Thank you!

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