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The management of e-book collections and their implication on the economic management of the library

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Abstract

Purpose: The addition of digital formats such as specialised magazines and e-books to libraries, has led to a dramatic change in management format with respect to those involved in the reading process: users, publishers, distributors, booksellers, and authors; and in turn, the way in which libraries are planned and managed.

Design/methodology/approach: The article makes an analysis on the implementation of e-book and way to influence the economic management of the institution for it has been analyzed

relevant literature on the implementation of electronic books not only in the library field but in other sectors, the article uses various sources to offer conclusions on the interest not only economic but also to improve quality of service offered to its implementation in libraries or centers documentation.

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3 Findings: Not only is there space-saving in libraries but also a new manner in which to
4 consume information that libraries must adapt to as soon as possible given the increasing
5 demands of users in this connection. All of the above has given rise to changes in the
6 economic management of libraries.
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11 Originality/value: These changes must be assessed before making a decision regarding
12 the purchase of e-book collections and their subsequent organization and management,
13 which indirectly change many of the tasks currently carried out by library staff members,
14 thereby optimizing times and processes for the benefit of increased visibility of the
15 electronic collection.
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23 Keywords: libraries, e-books, financial management

24 Paper type: General review

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30 **From specialised journals in digital format to e-books**

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32 E-books represent the second stage in the evolution of the digital revolution. Their
33 presence in libraries and the users' knowledge level is still low, but the development of
34 specific collections by publishers, advances in on-line distribution systems and
35 improvements in e- readers are changing this situation, which in turn will have important
36 consequences for the production and consumption of such materials beyond those of a
37 purely technological nature. Whereas a clear change in the use of scientific information
38 was evidenced as a result of the launching of scientific journals, in the case of e-books,
39 an even greater change is being evidenced given the large majority of users
40 encompassed. Furthermore, while electronic information was exclusively for the
41 specialised users in each sector, e-books reach any user of any discipline, and especially
42 the end consumer, extending to leisure spaces, schools, etc, since the entire population is
43 a potential user of this type of devices. Scientific journals are now an established and
44 irreversible model of the incorporation of electronic publishing in the processes of
45 scientific communication, especially in research libraries. However, the response to
46 digital books has been mixed, taking into consideration that they were introduced in
47 libraries in the same years as journals, but with a lower level of acceptance by users. This
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3 reaction was due, inter alia, to the lack of specific reading devices allowing documents
4 with a large number of pages to be read comfortably as in the case of books.
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9 Seen in this light, the first question that needs to be asked are as follows: in what key
10 ways should the manner in which collections are managed be changed in order to be
11 efficient and reduce costs to the potential user of such digital products?
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16 The general advantages arising are as follows:

- 17 -Multiple access is allowed.
 - 18 -Continuous access at any time and place.
 - 19 -Instant delivery.
 - 20 -Saving of shelf space.
 - 21 -Prevention from damage, loss or theft.
 - 22 -No shipping and handling.
 - 23 -Access to out of print materials.
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32 However, there are some drawbacks:

- 33 -Cost of e-book readers.
 - 34 -Difficulty in accessing computers or the Internet.
 - 35 -Resistance to change in reading habits.
 - 36 -Lack of knowledge of software / hardware.
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44 Moving directly to the focus of this article on the changing of work processes in the
45 library relating to the management of e-book collections, the integration of e-books in the
46 library primarily has implications for three areas of processes and services:
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- 49 - Purchasing Service
 - 50 - Organization planning service
 - 51 - Collection circulation service
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56 **1. Purchases**

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58 Experience in the management of electronic resources acquired by librarians over a
59 decade ago is relevant in many respects to meet the new challenge of incorporating e-
60 books in libraries. The business model for the acquisition of e-books is in a defining

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3 stage with proposals such as establishing a higher price for libraries to offset possible
4 losses on the sales no longer made. Although the price of a printed book is the same for
5 both consumers and libraries, the arrival of e-books has led to a change, since libraries
6 are required to pay more for books given the multiple use of this resource.
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10 Another model proposes the purchase of a copy, followed by the payment of a license fee
11 every time someone downloads it, prints, etc. Generally, business models hover between
12 the plurality of access provided by new technologies and proposed restrictions on same
13 publishers to safeguard their interests. In e-book marketing models, specific aspects
14 respond to idiosyncrasies of the monograph and the publishers' caution against the risk of
15 this format to their business.
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21 *-Package selection or Pick and Choose.* Publishers generally allow both options. Package
22 purchases prevent librarians from having to make a selection, although there will be high
23 demand for some of the titles while others will scarcely be consulted due to the
24 imbalance of the selection, with titles of high interest to users and others of only relative
25 interest. The package license option is cheaper in terms of total titles than individual
26 stock selection, but the latter ensures that the titles selected are more relevant.
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31 *-Access License and purchases in perpetuity.* Publishers also offer buyers the opportunity
32 to buy books in perpetuity, or purchase an access license which is renewable on an
33 annual basis. Each option has advantages and drawbacks: the first of which is price,
34 given that a permanent copy is always more expensive, although the same book will not
35 be paid for repeatedly each year. However, the license option also enables the collection
36 to be continually renewed.
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42 *-Publisher versus aggregator -* One of the most controversial aspects of e-book
43 marketing is the immediacy of the relationship between the publisher and user, which
44 could affect other agents until now required in the marketing of books such as
45 booksellers and distributors. These agents are likely to be replaced by the publisher
46 directly, or by a marketing platform such as Amazon, Barnes & Noble, or in Spain,
47 Librandia, TodoeBooks, Leer-E and Luarna, which sell e-books from several publishers.
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52 *Single-use versus multi-user access.* One of the advantages of digital formats as
53 compared to print books is the multiple use of the document by several people at the
54 same time. In the case of single use, books are lent as if they were a physical unit, in the
55 same manner as the hard copy of a document, i.e. for use by one reader at one time. This
56 is possible through the use of a DRM (Digital Rights Management) device, but it also
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3 limits the fundamental capabilities of the digital format. Generally, scientific publishers
4 (Sweets,Elsevier, etc.). are less likely to use DRM as compared to platforms.
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8 In times of tight budgets and as in the case of electronic journals, consortium purchasing
9 is a good proposal, although the specific features of e-books must be taken into account.
10 On this basis, the library consortia will have to define a specific policy for e-books based
11 on user needs, content analysis and the development of a consortium platform ⁸. Their
12 role in the development of lines of business which are more in line with the interests of
13 libraries and the needs of users must also be more active.
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19 20 21 **2. Planning and organisation service**

22 Two ways of organising electronic books in libraries are under consideration: the
23 integration of these materials in libraries' OPAC, or their consultation from the
24 publishers' platforms. The advantage of the aggregators' platforms is that they will enable
25 users to search for both books and journal or magazine articles, or to search for each
26 separately. Moreover, integration in the library catalog facilitates queries when searching
27 for monographic material, as some providers also provide the e-book MARC record free.
28 However, the use of both is not incompatible. In terms of organization it must be taken
29 into account that users who are already familiar with internet access will want to locate
30 information in a basic google search style, as in the case of more specialised OPAC.
31 Therefore, it is important to have a good metadata description so the user is able to find
32 the titles in any more general way than just by subject matter, etc. This will involve extra
33 work in relation to the description and classification of books. The time required to
34 organize the print library books purchased will be converted in time spent on best
35 describing the materials for their access by end users. The change in professional profile
36 was already implicit from the time that Internet use became widespread but the current
37 globalization of the use of electronic resources requires professionals to manage all of
38 their time with these activities in mind.
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53 54 55 **3. Collection circulation**

56 The implementation of this new service will require a promotion plan through different
57 channels. The desire of library managers is for their investment in the implementation of
58 this new content to be reflected in usage statistics. Additionally, the budget should be
59 optimized.
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3 E-book lending in a strict sense involves the e-books inclusion in the catalog or on a
4 specific platform. In public libraries the tendency is to use platforms integrated into the
5 libraries' web, which allow for the design and structure of the institutions' image to be
6 customised. In the U.S. the leading company is Overdrive, which is most famous for its
7 use by the New York Public Library (NYPL), which has approximately 18,300
8 electronic titles, which when compared to its collection of printed books, amounting to
9 860,500 titles, accounts for only 2% of the total. However, the advent of new formats is
10 having a significant effect in terms of the number of books borrowed, which in just a
11 couple of years has increased from 607,275 borrowed in 2007 to almost one million in
12 2009.

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22 A visit to the library is not even required for the purpose of loaning materials, but rather a
23 visit to the website from home or any other location, the only requirements being that the
24 user is a library member and that he provides the proper identification data in order to be
25 able to download books to his computer or device. The downloaded book has the DRM
26 system built-in, which automatically makes the book disappear from one's device once
27 the loan period has been completed, meaning that it is not even necessary to return the
28 book, and consequently there will be no fines for late returns. According to preliminary
29 data, the use of such platforms has resulted in an increase in the number of loans.
30 However, the problem is that there is a loss of the visitors and consequently, the loss of
31 the library as a meeting space.

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There are also additional advantages such as the fact that this is a permanent service
which is available 24 hours a day, no books are lost due to theft, and the books do not
become deteriorated. Therefore, there is no need to replace them and there are no
expenses relating to their repair. Despite these obvious advantages there are some
problems which have yet to be satisfactorily resolved, such as the fact that DRM e-books
limit many of the possibilities offered by the digital format such as multiuser access, i.e.
books are lent as if they were physical units, meaning that they can only be lent to one
user at a time, so libraries must purchase two licenses if they wish to have two copies
of the same book. Moreover, once the books have been lent, other borrowers who wish to
read them must reserve them, and once the books are eliminated from the borrower's
device upon the expiration of the loan period, they are then transferred to the account of
the users who have reserved them.

Conclusion

The increasing popularity of e-books involves multiple changes in almost all aspects relating to the publishing industry and to consumer and reading habits, ranging from the transformation and definition of business models based on the proposals of publishing agents, the transformation of the production chain and changes in the marketing of book and pricing policies, as well as the redistribution of authors' revenues and issues related to safeguarding the rights of both parties. The library, as a manager and content provider, is not alien to this rebalancing, which affects various aspects relating to the management, development and design of services for the purpose of incorporating this new format. These transformations have implications affecting the relationship between publishers and libraries, as well as the internal organization and distribution of tasks assigned to staff members, the development and design of services, and the relationship between users and libraries. All of above aspects are paramount when designing budgets and defining improvements in economic management of the library, through the selection of the finest collections of e-books, allowing for improved use and an expansion of library users.

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