

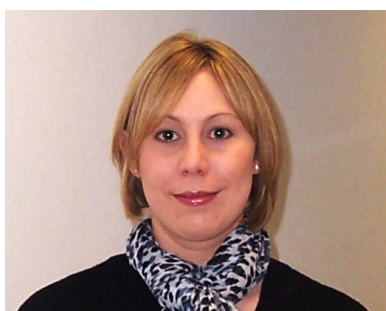
Sowing the Seeds of Knowledge

Dawson Update

Jude Norris Takes Part In JISC Project

Jude Norris, Marketing and Technology Director, will be taking part in JISC funded project to understand 'The Role of Metadata in the Discovery, Selection and Acquisition of eBooks', running from 14 June through to Sept 2011.

This study will provide an evidence base to help libraries and publishers better understand the requirements of patrons and develop affordable library-delivered ebooks.



Jude Norris

It will address the current knowledge gap in the discovery, selection and acquisition of ebooks to discover what the main drivers are for recommendations. The study will seek to identify the relationship between the patron's motivation for selecting an ebook and the role that metadata plays in the discovery, selection and eventual acquisition process. We will also analyse the factors that may lead to the de-

motivation of the patron in selecting and/or acquiring an ebook.

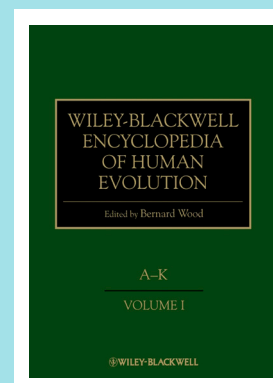
Moving forward, the study will go on to explore factors such as reading lists, tutor recommendations, student recommendations and other drivers that may arise through the course of a student's and academic's work and research. In identifying and articulating the drivers for demand-driven acquisition of ebooks there will be an associated opportunity to explore further up the 'chain' of demand. For example, in understanding why the tutor included the specific text on a reading list, why the ebook format was recommended, how they obtain the information about this particular ebook version (what role did metadata play), a better understanding of why patrons search for ebooks can be developed for the benefit of libraries and publishers.

Jude Norris explains why it is so important for Dawson Books to be involved in this project, "This is vital research in the role of metadata in ebook discover, selection and acquisition. As we continue to develop dawsonera, our ebook platform, with our customers in mind, we need to understand how we can tailor the platform for ease of use. By understanding the drivers for selection we can continue to improve our customers' experience."

Book of the Month

Wiley-Blackwell Encyclopedia of Human Evolution: Two-Volume Set
This comprehensive A to Z encyclopedia provides extensive coverage of important scientific terms related to improving our understanding of how we evolved.

Specifically, the 5,000 entries cover evidence and methods used to investigate the relationships among the living great apes, evidence about what makes the behaviour of modern humans distinctive, and evidence about the evolutionary history of that distinctiveness, as well as information about modern methods used to trace the recent evolutionary history of modern human populations. This text provides a resource for everyone studying the emergence of homo sapiens.



ISBN 9781405155106

Bernard Wood (ed): University Professor of Human Origins at George Washington University, and Adjunct Senior Scientist at the National Museum of Natural History, the Smithsonian Institution.

Only £350 until 31st July 2011

New Schools Study Guides on dawsonera



The Expert Choice

Schools ebooks from Hodder Education are now available on dawsonera. The first 50 titles have been loaded with a further 200 due in the coming weeks.

Hodder Education is the second largest publisher for secondary education in the UK. It has market-leading positions in secondary History, Science, Religious Education, Business Studies and the Social Sciences.

Titles added include:

9781444145809 - *The Meditations: Rene Descartes* This book provides an accessible, readable, student-centred guide to Descartes' Meditations, which is a set text for AQA AS Philosophy. Through lucid explanation, careful use of modern examples and engaging activities, it leads

students towards deeper understanding of Descartes' arguments and the wider philosophical implications of his ideas.

9781444142648 - *Access to History: Crisis in the Middle East: Israel and the Arab States 1945-2007* Throughout the book, key dates, terms and issues are highlighted, and historical interpretations of key debates are outlined. Summary diagrams are included to consolidate knowledge and understanding of the period, and exam-style questions and tips written by examiners provide the opportunity to develop exam skills.

9781444142815 - *Edexcel German for A Level Student's Book* A one-volume German course for students following the Edexcel specification at AS and A2. This book is endorsed by Edexcel and written by Senior Examiners and offers comprehensive coverage of the specification topics, in a carefully planned teaching scheme to ensure effective language learning plus effective exam preparation.

New Special Offers on dawsonenter

Palgrave Monograph Promotion

Dover Science and Maths Titles Promotion

Sage Major Works Prepublication Offers

Complete Works of Ben Jonson Literary Prepublication Offer

Plus many more...

Ending Soon

The 2011 Springer Yellow Sale ends soon!

Place your order by 31st July 2011 to receive huge discounts on over 400 titles

Visit www.dawsonenter.com to see all our special offers

Dewey Decimal Classification 23rd edition

With the arrival in the UK of the new edition at the beginning of July, there will be DDC23 numbers gradually appearing in our database. As with any new version of Dewey the majority of numbers will remain unchanged, so most libraries will not need to reclassify unless they wish to.

However, the main areas with some revisions and/or expansions in DDC23 are shown right. Where there are number changes this is mostly to accommodate new subject areas and there are no large scale changes.

Questions? janet.moore@dawsonbooks.co.uk

Table	Subject Area
Table 1	Kinds of people and biography
Table 2	The ancient world
Table 6	Some languages and their variations

Main Schedules	
004-005	Computing
297	Islam
340-349	Law - EU
	Criminal Courts
364	Criminology
370-379	Education
400s	Languages
640s, 660's 680's	Food & Nutrition
777	Cinematography
796	Sport
930s	Ancient World

NAG Conference 2011

NAG Conference 2011 will be held at the Palace Hotel in Manchester on the 7th and 8th September.

The theme this year will be Strategies for the Future, and will include workshops and plenary sessions from practitioners from a wide variety of backgrounds, who can share their experience in areas such as statistical analysis and shared catalogues, as well as looking at new developments in Library Management Systems, etextbooks, the latest resource discovery tools, and identifiers such as the ISNI.

To book your place visit the NAG website

Budget still to spend? Stock up on eBooks!

With over 170,000 front list titles from over 400 international publishers to choose from, why not spend your remaining budget on ebooks from dawsonera?

- Perpetual Access Model
- Patron Driven Acquisition
- Rentals
- Credit Card Rentals
- Subject Collections

Order now at www.dawsonenter.com or www.dawsonera.com
For more information contact us at enquiries@dawsonbooks.co.uk

