

EBSCO solution for libraries in digital age.

Renata Wlodarczyk | Anna Abramowska
EBSCO Information Services

Kyiv, March 29-30 2017

EBSCO

Overview

who we are and what we do

EBSCO

stands for Elton B. Stephens company



Tim Collins

- EBSCO was founded by the late Elton Bryson Stephens in 1944
- Tim Collins is only the fourth President in EBSCO's 72-year history
- EBSCO Industries is among *Forbes* Top 200 Privately Held Companies
- J.T. Stephens is the Chairman of the Board of EBSCO Industries, Inc.

EBSCO Corporate Background

- **70+ years** serving the information needs of institutions
- **6,000 employees**
- **1,100+ employees outside** the U.S
- **EBSCO Information Services** (known in the industry as “EBSCO”) is the largest division.
- **More than 115,000 organizations around the world** use EBSCO products and services for information professionals
- **186 million searches per day** on EBSCO’s online research service, one of the busiest library resource websites in the world
- **100 million page views per day** on EBSCO’s online research service, one of the busiest for-fee websites in the world

EBSCO Information Services

- **Subscription Acquisition, Management & Renewal**
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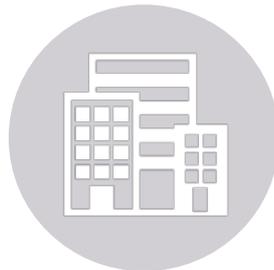
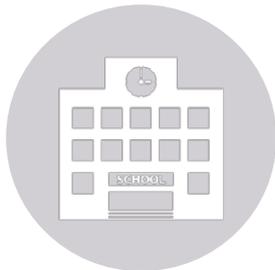
ABOUT EBSCO

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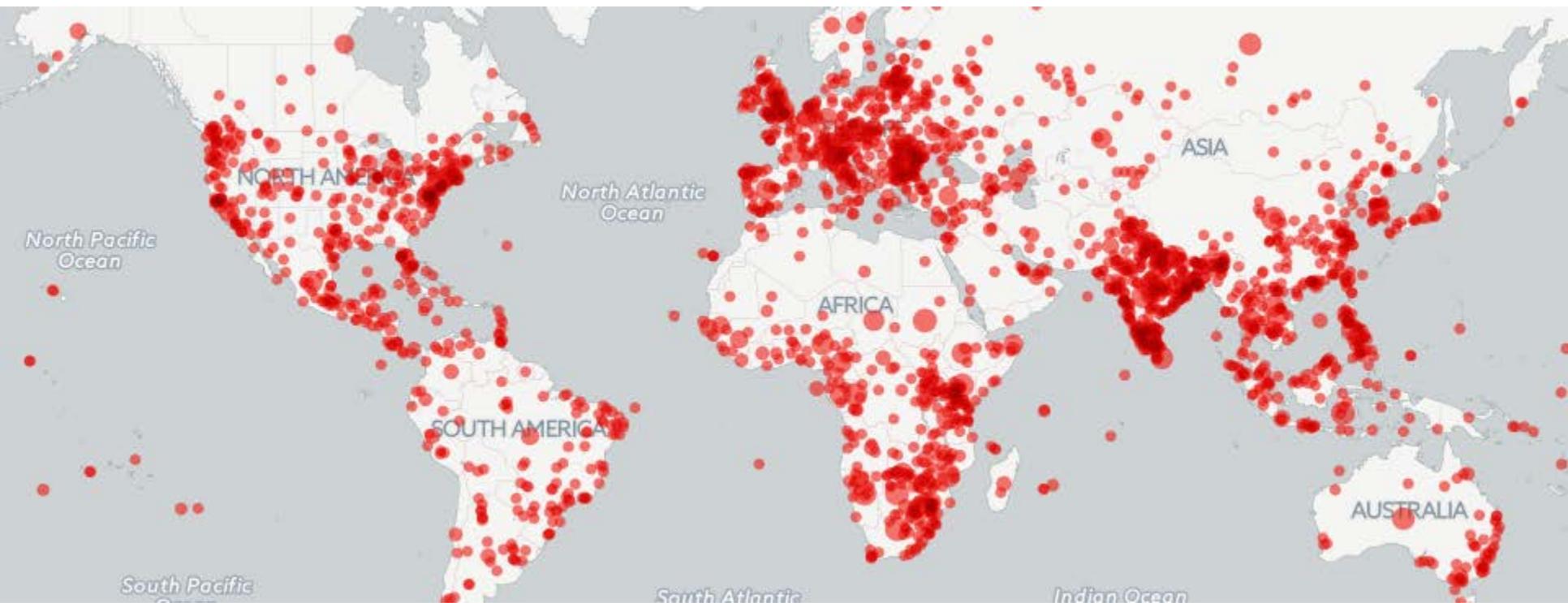
- **ACADEMIC**
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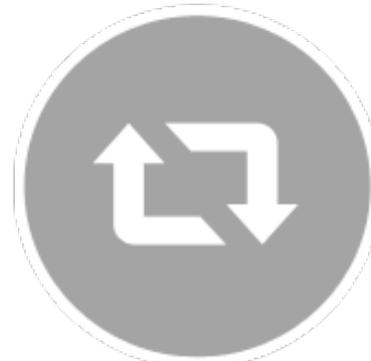
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EBSCO Discovery Service

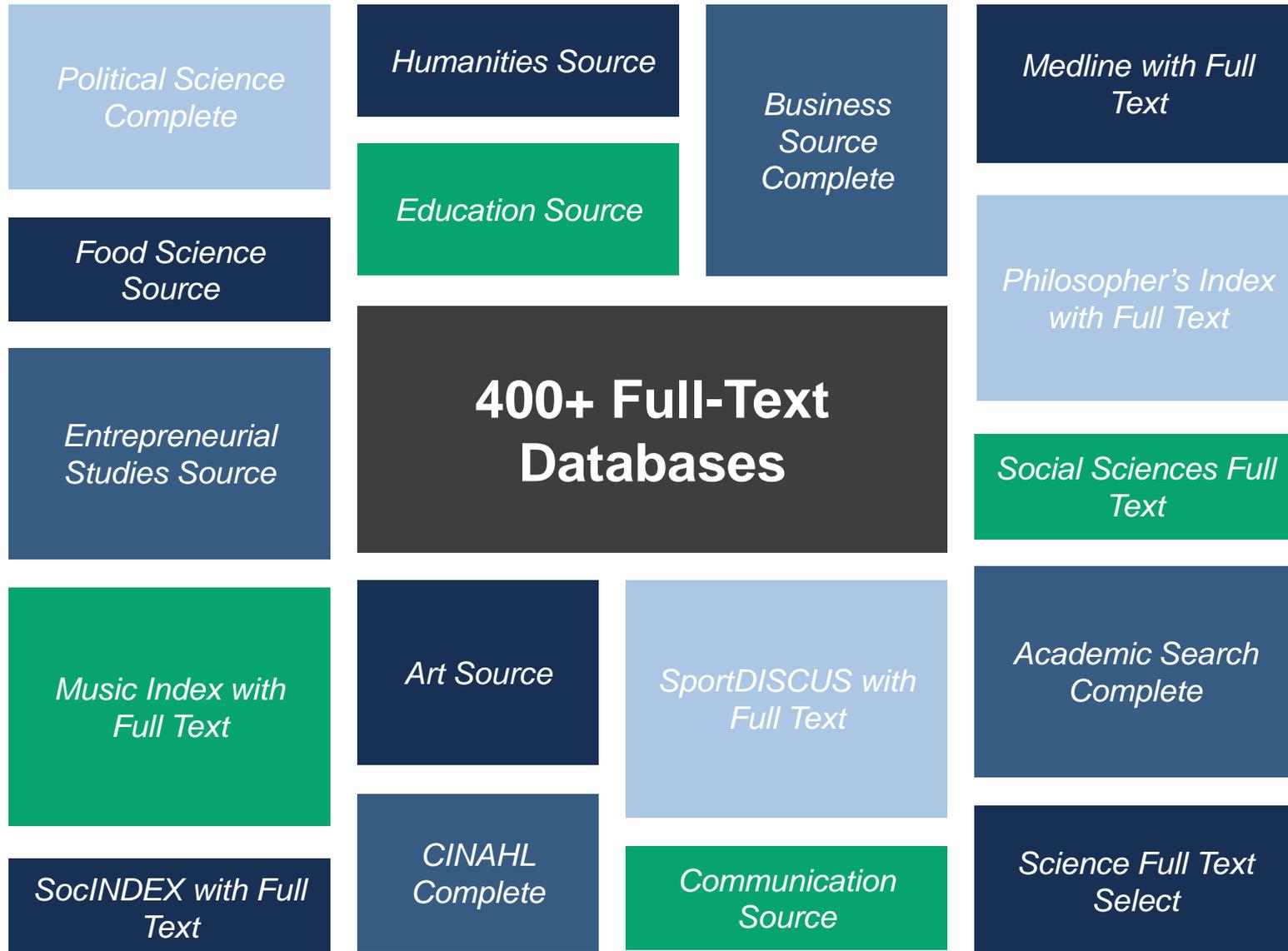


Flipster



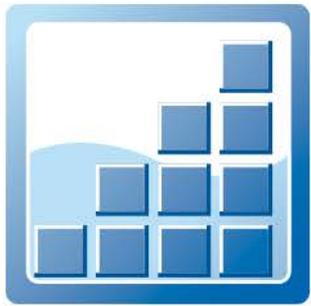
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<i>Academic Search Elite</i>	1,777	105	409	1,263
<i>Academic Search Premier</i>	3,712	271	853	2,588
<i>Academic Search Complete</i>	7,333	376	1,453	5,504

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<i>Business Source Version</i>	Active Full-Text Journals & Magazines	Active Full-Text Peer-Reviewed Journals	Active Full-Text Peer-Reviewed Journals with NO Embargo	Active Full-Text Journals Indexed in Web of Science or Scopus
<i>Business Source Elite</i>	606	357	179	591
<i>Business Source Premier</i>	1,194	695	299	1,043
<i>Business Source Complete</i>	2,258	1,337	792	873

*Expected figures by June 30, 2017

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Music and Books on Music	2,227	\$157,754
Naval Science	227	\$15,944
Philosophy, Psychology, Religion	14,792	\$1,368,657
Political Science	5,547	\$482,975
Science	14,785	\$1,853,010
Social Sciences	26,390	\$2,191,989
Technology	9,770	\$1,271,004
World History	8,274	\$665,586
Total	150,400	\$14,043,400

Interviewing Users : How to Uncover Compelling Insights



Author: Portigal, Steve

Date: 2013

[Detailed Record](#)

▼ Cover

Interviewing Users

Contents

How to Use This Book

Frequently Asked Questions

Foreword

Introduction

▼ Chapter 1 The Importance of Interviewing in Design

User Insight in the Design Process

When to Use Interviewing

To Interview Well, One Must Study

The Impact of Interviewing

Summary

▶ Chapter 2 A Framework for Interviewing

▶ Chapter 3 Getting Ready to Conduct Your Interviews

▶ Chapter 4 More Than Just Asking Questions

▶ Chapter 5 Key Stages of the Interview

▶ Chapter 6 How to Ask Questions

▶ Chapter 7 Documenting the

CHAPTER 1

The Importance of Interviewing in Design

User Insight in the Design Process	3
When to Use Interviewing	7
To Interview Well, One Must Study	9
The Impact of Interviewing	10
Summary	11



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QUALITY INTERFACE

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The carousel displays five magazine covers in a row. From left to right: 1. Fine Homebuilding (Jan 2016) featuring a person working on a trim. 2. European Car (Nov/Dec 2015) featuring a car. 3. Interweave Crochet (2016) featuring a woman wearing a red hat and gloves. 4. Knit Today (2015) featuring a woman holding a book. 5. Backyard (2015) featuring a garden scene. Navigation arrows are visible on the left and right sides of the carousel.

Fine Homebuilding
Jan 2016

European Car
Nov/Dec 2015

Interweave Crochet
2016

Knit Today
2015

Backyard
2015

BUSINESSPERSON
OF THE YEAR

It's

his choosing these days. Heck, he didn't even bother to show up for Nike's biannual meeting with investors, a mid-October celebration of the company's accomplishments. At that gathering, Knight's successor, the insufficiently celebrated Parker, made an audacious claim, particularly for such a low-key CEO: He promised to boost Nike's revenue by \$20 billion—to \$60 billion—by 2020.

When it comes to succeeding Parker, though, Knight is more than willing to talk. Since taking over in 2003 from the founder Knight first recruited for the job, Parker has overcome more than doubling of Nike's sales. To outsiders' appearances, Knight and Parker are a study in contrasts. Knight is an MBA and still an insouciant proponent around Nike's headquarters, Ore., corporate campus. Parker is a self-spoken shoe designer, known for a thoughtful if demanding management style.

Yet the two are more alike than not. "We're both sort of introverted," says Knight, who is given to terse responses, no matter the question. Asked to explain the current CEO's achievements, he observes that Parker was one of Nike's earliest recruits—he joined a design outpost in New Hampshire in 1979—and has succeeded at every task assigned to him since. "He was one of the first guys we recruited out of college," recalls Knight. "So we've kind of had our eye on him for almost 40 years." Knight recently said he'll relinquish

the chairman's post to Parker next year.

Knight, who still controls 30% of Nike, is so in tune with Parker that sometimes they go a month without talking. "I usually know what he's thinking and vice versa," he says. Knight acknowledges initially having had a tough time getting on, and he follows through managerial tasks, including working with Parker. "My usual question," he says, "is, 'Why the hell did you do that?'"

By all accounts, Parker's success has been more than satisfactory. Indeed, the 60-year-old former collegiate runner has ably carried the founder's baton. Of course, the company Parker inherited was no longer the scrappy underdog to global titans like Adidas. Parker has faced the trickier task of finding growth in a wildly successful mature company.

It's fair to say Parker has mostly topped the competition. Nike today is the world leader across multiple athletic-shoe categories, notably running, basketball, and soccer. Its share of the U.S. athletic



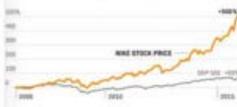
shoe market is 62%, according to reports earlier this year. No 2 players has just 7%. Behind the scenes, Nike is an operations machine known for crisp inventory management and shrewd dealings with retailers. The company is famed for its ability to sell, but increasingly Nike is standing out in its commitment to technology, whether in design, in manufacturing, in marketing, and as we'll see, soon in retailing.

Nike also grows astonishingly fast for a company its size. It has been generating steady annual sales growth of 8.3%, and its \$10 billion revenue target implies it can tick that up to 10%, all while leading off Under Armour and Lululemon, which have assumed Nike's former challenger mantle. Nike prints profits far

more than \$3 billion in fiscal 2013, nearly 10% of sales. Parker is something of an oddity in a world of big-ego, headline-grabbing CEOs. However, after all, aren't the scores in the executive suite. But people like Parker and Apple's Tim Cook are showing that reserved types can deliver. Parker's meticulous approach to product development, known as "design thinking," is all the rage, thanks to the acclaim of Apple's products under its famed designer Jony Ive. Parker remains committed to his original craft: He still handles on two limited-run sneaker lines with famed Nike designer Tinker Hatfield, one of them with Nike spokesman Michael Jordan and the other with Japanese stylist Hiroshi Fujiwara.

Nike's performance, like a seasoned champion that continues to steamroll the competition, has prompted *Fortune* to name Parker its Businessperson of the Year for 2013. Given that students of management are always looking for role models, it's also a good excuse to investigate what makes Parker tick. After all, he is the rare successor of a beloved founder who has taken his company to new heights. It is time, so *Fortune* Knight hereby observed, to discover how Mark Parker does it.

Vaulting Over the Bar • NIKI'S STOCK HAS TROUNDED THE MARKET DURING PARKER'S TENURE.



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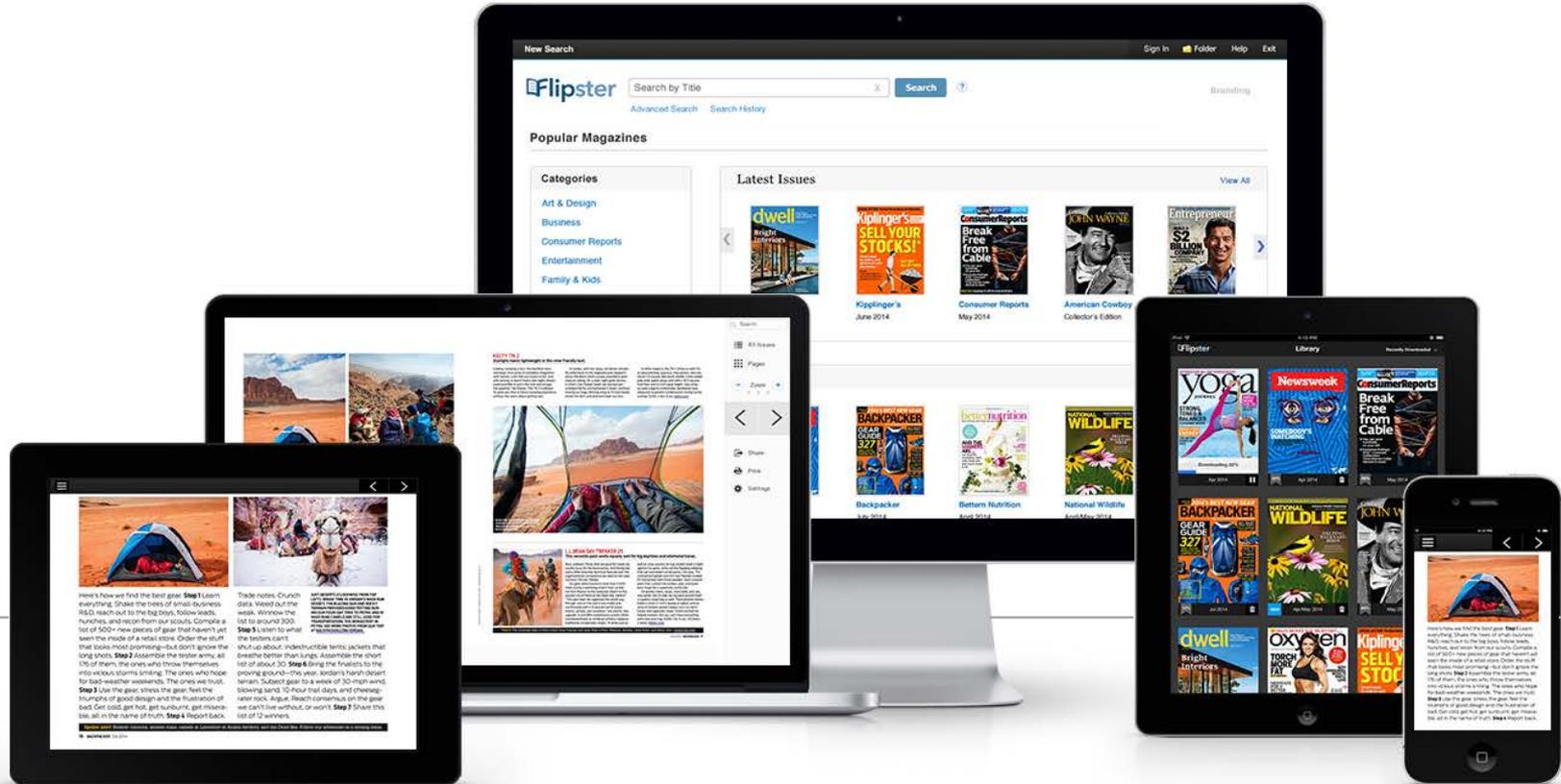
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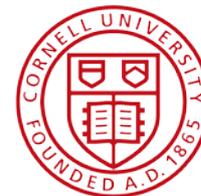
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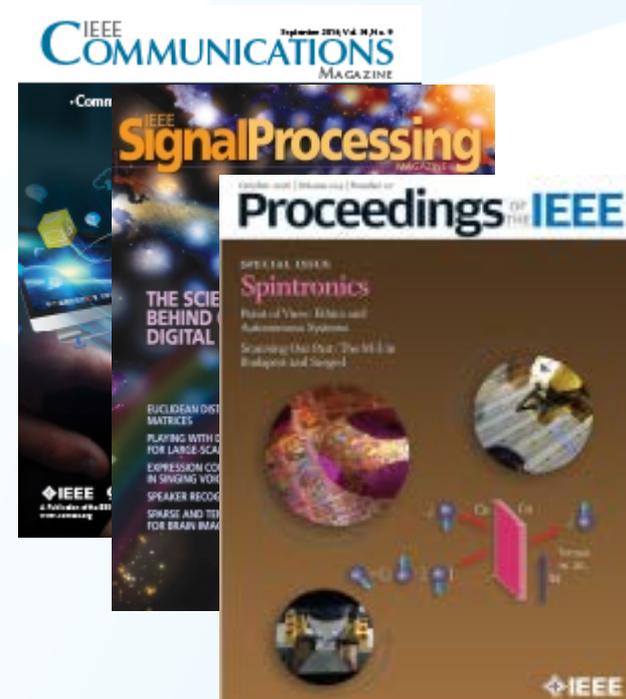
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- Power
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- Antenna
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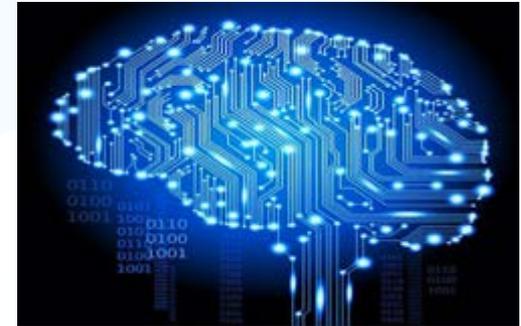


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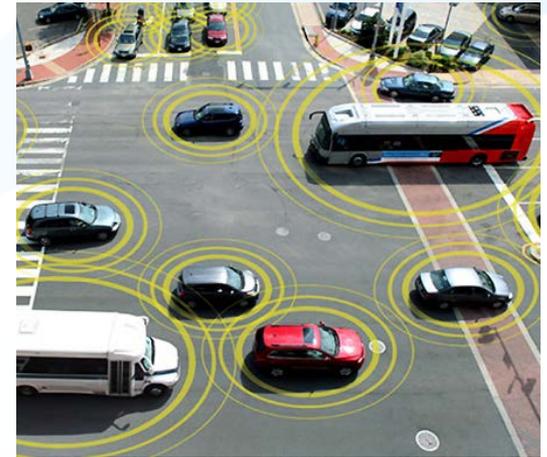
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- *IEEE Journal on **Multiscale and Multiphysics Computational Techniques***
- *IEEE **Robotics and Automation Letters***
- *IEEE Transactions on **Sustainable Computing***



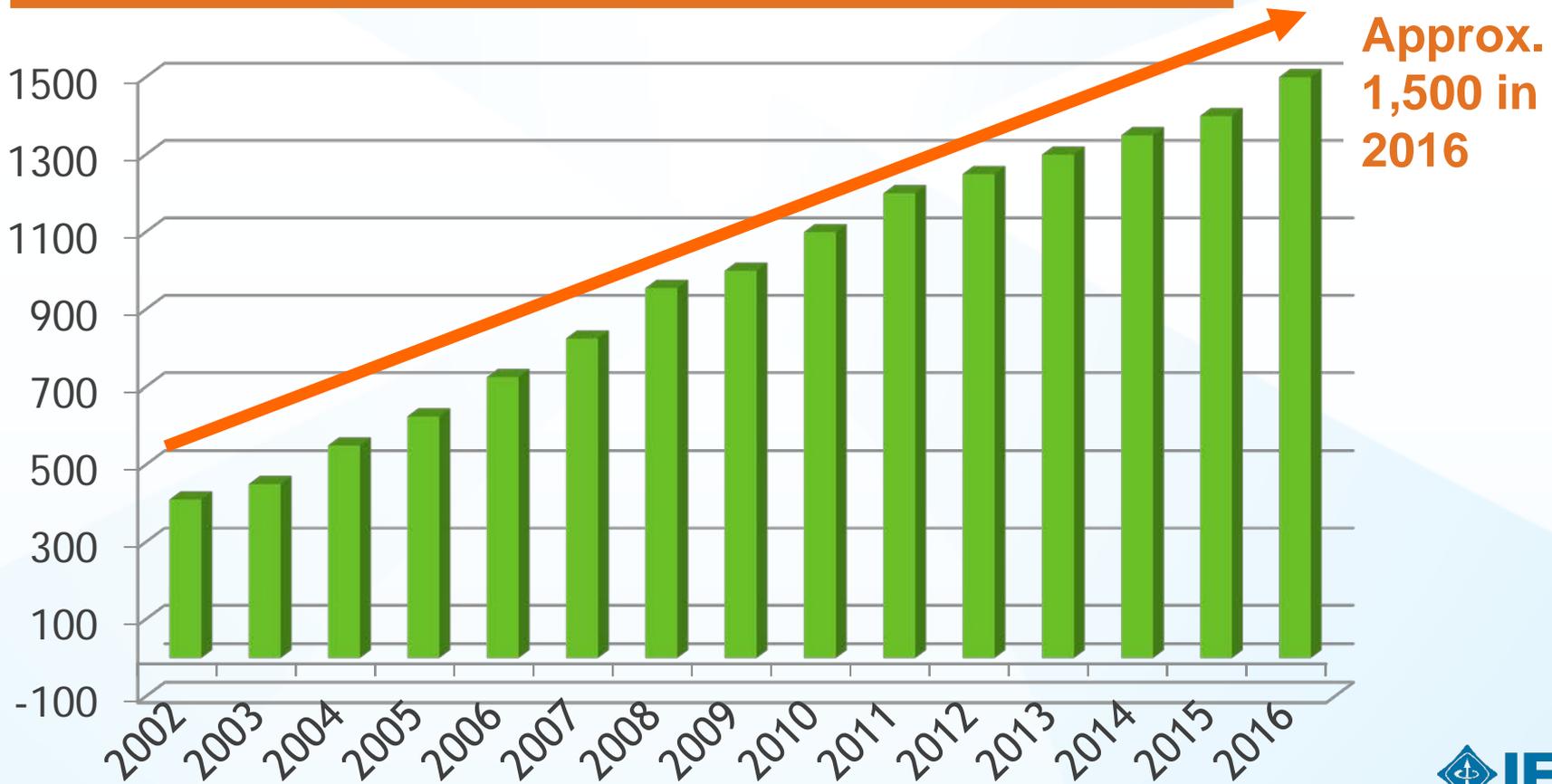
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- Connected Health: Applications, Systems and Engineering Technologies (CHASE), 2016 IEEE First International Conference on
- Control, Measurement and Instrumentation (CMI), 2016 IEEE First International Conference on
- Electrical Systems for Aircraft, Railway, Ship Propulsion and Road Vehicles & International Transportation Electrification Conference (ESARS-ITEC), 2016 International Conference on
- Intelligent Systems Engineering (ICISE), 2016 International Conference on
- Intelligent Transportation Engineering (ICITE), 2016 IEEE International Conference on
- Mechatronics, Adaptive and Intelligent Systems (MAIS), 2016 IEEE Conference on
- Power Electronics, Intelligent Control and Energy Systems (ICPEICES), 2016 IEEE 1st International Conference on
- The Science of Electrical Engineering (ICSEE), 2016 IEEE International Conference on

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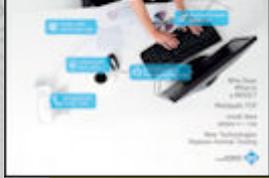
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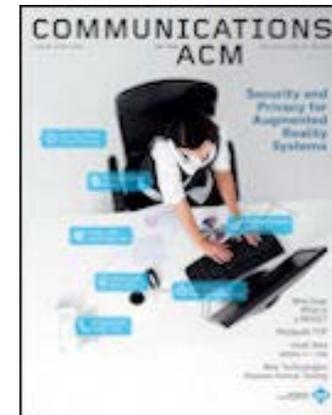
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44+ High Impact Journals with 2-3 new journals being launched each year

450+ Conference Proceedings Volumes added each year

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8 Magazines (including the flagship Communications of the ACM, the most heavily cited publication in the field of computing according to Thomson-Reuters)

37 Technical Newsletters from ACM's Special Interest Groups (SIGs)

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- Software Business Models
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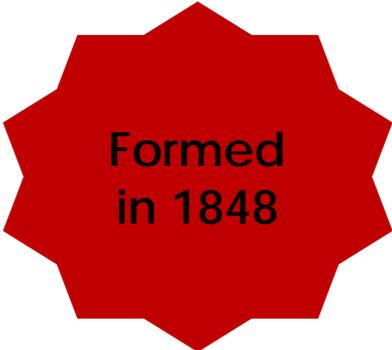
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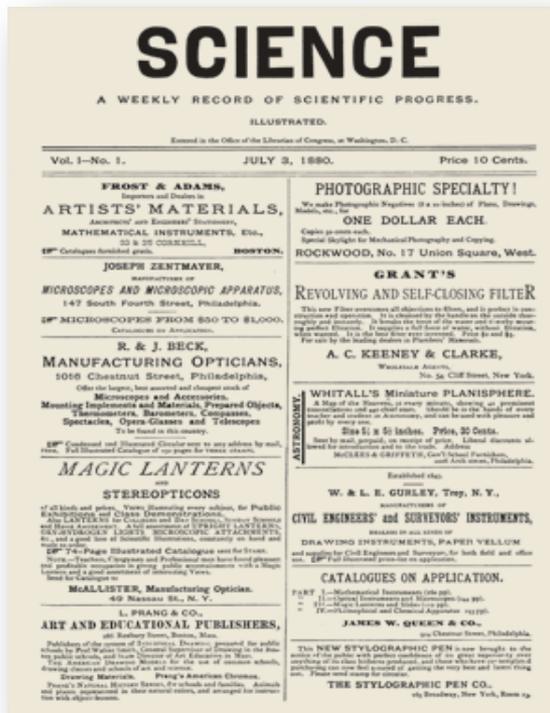
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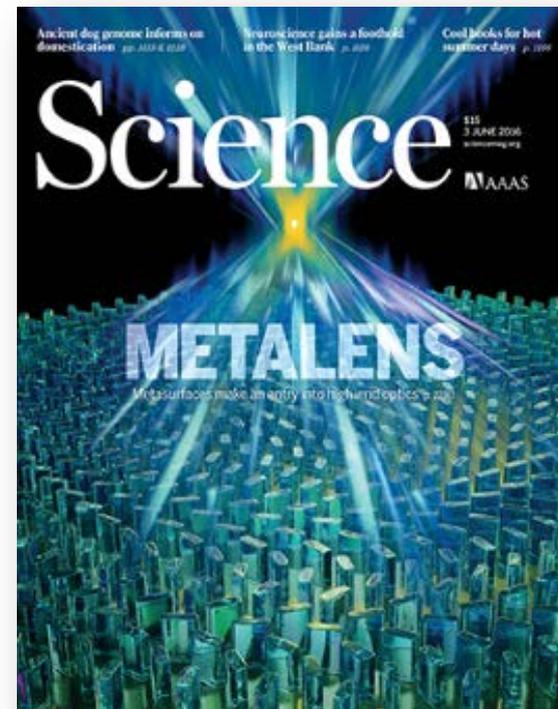
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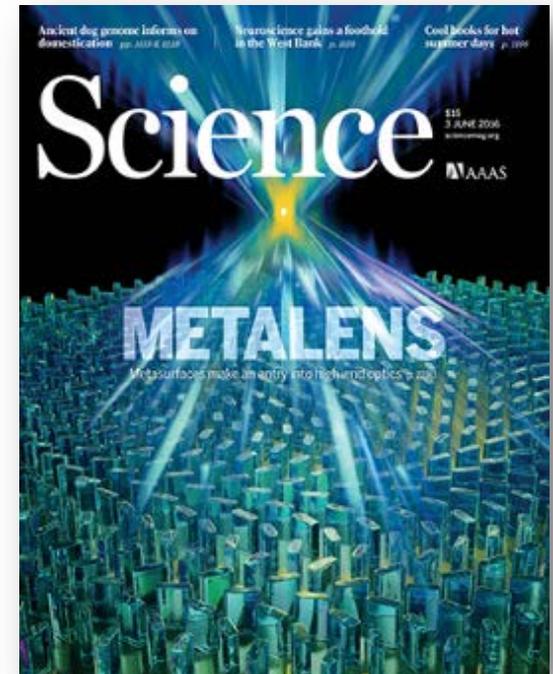
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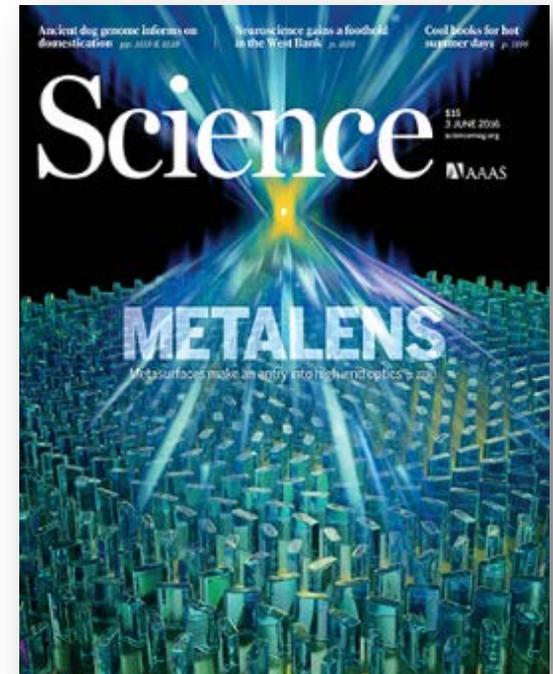
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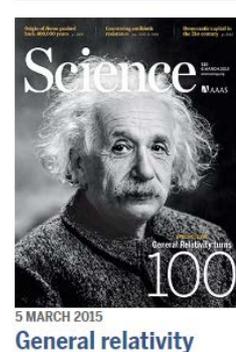
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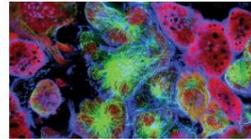


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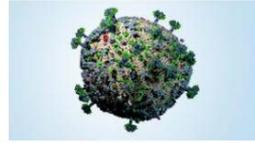


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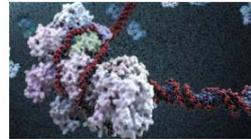
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