

MALLORY **International Ltd**

Worldwide Bookselling Services

A BRIEF GUIDE TO **eBOOKS**

EDUCATIONAL BOOKS

Nursery
Primary
Secondary
Tertiary
Legal
Agricultural
Medical
Technical
Vocational
Scientific



BIG ENOUGH TO COPE. SMALL ENOUGH TO CARE.

KEY MALLORY/EBL FEATURES:

- ✓ No minimum order.
- ✓ No separate platform fee.
- ✓ Flexible purchase structure.

BUYING EBOOKS

There are two ways in which a library can buy ebooks.

1. Publishers sell packages of their own titles at a significant discount. This is a good arrangement, as long as the library really needs a sufficient proportion of that publisher's books. But it is very expensive to subscribe with more than a few publishers, and the library will inevitably have to buy many ebooks it does not particularly want.
2. The library can select individual titles from a wide range of publishers, using a specialised website, or platform. That way, exactly the books required can be selected, and purchases can be tailored to the library's needs and budget.

Mallory International is the preferred partner in Africa for Ebook Library (EBL), one of the leading ebook platforms. We can also arrange the purchase of publisher packages, and can advise generally on the best approach to follow. So we can offer a comprehensive service.

WHICH BOOKS DO PLATFORMS OFFER?

A leading platform is likely to contain about 100,000 titles – EBL has around 120,000 titles, from over 365 publishers. So there is a very large, and constantly expanding, title range.

As a rule, the majority of titles will be specialist works and monographs, not textbooks. There are exceptions, and various e-textbook trials are currently taking place, but in general major textbooks are not likely to be found on e-book platforms.

Platforms typically allow one permanent copy of each title to be downloaded as a back-up. This can of course be used by the institution, but it must be emphasised that any platform, as described here, is an on-line service, and its core functionality resides in the host website. So it is dependent on reliable Internet access.

EBOOK LIBRARY

The EBL platform is a dedicated service for libraries, and includes a complete range of library facilities:

- there are multiple levels, so that student (patron) access can be controlled, and only library staff can access management functions;
- all titles on EBL permit multiple simultaneous access;
- time-limited loans are permitted, controlled by EBL's software;
- there is access to free MARC records, and interfacing with some library OPACs; and
- time-limited downloads are permitted to laptops, handhelds, and other devices.

The normal model for a purchase from EBL is:

- the library buys the book once, and there are no subsequent charges;
- there is a platform fee, but this can be paid incrementally, as a 10% surcharge on each title, until it is paid off;
- the purchase allows 325 student 'accesses' (loans) per year, continued indefinitely. EBL say that this limit has hardly ever been reached for any book in any library anywhere. If it were, it would be necessary to buy a second copy of the book; and
- books can be read on-screen for short periods without setting up a formal loan, or 'access'.

Unique or unusual features include:

- utilization at chapter level. Particular chapters can be set up for student short-run access without using any of the 325 accesses above;
- flexible pricing with no minimum order value;
- download functionality and compatibility with ebook readers;
- read aloud feature for all books;
- saved student notes;
- free MARC records for all titles;

- short term loan options for books which are on the EBL platform but have not been purchased by the library; and
- up to 20% of a title can be printed, and up to 5% copied and pasted – per patron, per title.

PREPARATION

We can arrange a free trial of the EBL service, typically for 30 days. But it is important to use this period to best advantage, and that requires a bit of preparation before the beginning of the trial. Actions are:

- identify people who should have access to the trial. This should ideally include IT staff, library staff, some lecturers, some students. Ensure that the trial is set up with appropriate passwords;
- ensure that time is set aside for evaluating the system during the trial period. EBL are often prepared to extend trials, but not indefinitely;
- check technical requirements – the system works best with newer versions of browsers and a broadband connection. Downloads require Adobe Digital Editions, which involves downloading and running a substantial program file from the Internet. But the on-line features of the system can be used without this;
- it may be worth arranging an on-line demonstration for library staff early in the trial;
- schedule the date for a purchase decision; and
- arrange transition to permanent access.

OPERATION

We can help you set up the system in the context of your own purchase procedures. For example:

- we can arrange pre-purchase of titles known to be required, against an LPO; or
- we can arrange for the account to be cash-limited in line with the LPO, and library staff (ie particular library staff) can be authorised to make the individual purchases.

We and EBL can arrange the initial setting up of the system to your particular requirements. You just need to make sure that your own operations are conducted in line with your own policies – eg the right people have the right passwords.

MALLORY INTERNATIONAL IN AFRICA

Africa has been Mallory International's biggest market ever since the business was founded in the mid 1980s. We have built up both strong local connections, and unsurpassed skills in managing and delivering book contracts of every size. **We have an unparalleled record of successful supply across the continent.**

Our turnover has grown substantially in recent years, and is composed mostly of book supply contracts with universities, schools, and aid-funded projects, plus a smaller amount of journal consolidation. In recent years we have, through our partnership with EBL, developed the specialist expertise to supply electronic and on-line books as well as paper ones.

When supplying physical products – of course ebooks are different – we pay particular attention to the details of supply, to reliability of local delivery, to precision of consolidation and paperwork, to the professional management of documentary credits and the related financial infrastructure.

We have regular consolidations into all major markets, in order to reduce freight costs, even for small orders.

When you place business with us you can rely on our detailed and precise attention.

Please contact our representatives to discuss your requirements – a list of key contacts can be found on the back page of this document.



**OVER 20,000
TITLES SPECIALLY
PRICED FOR
AFRICAN MARKETS**

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THE LEADING AFRICA
SPECIALIST AMONG BRITISH
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OVER 25 YEARS' EXPERIENCE

MALLORY
International Ltd

Worldwide Bookselling Services

CONTACT: AFRICA

Our representatives in major African
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