

BIC

Breakfasts 2016

**Welcome to May's BIC Breakfast:
Webscale Discovery: How Library-Users
Find & Connect to Publishers' Online Content
#BICBreakfast**

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Frankenstein Reanimate@Man!



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**What is a
BIC Breakfast?**

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THE BOOK INDUSTRY'S
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BOOK INDUSTRY COMMUNICATION LTD

BIC Committees

Digital Supply Chain

Libraries

Metadata

Physical Supply Chain

Training, Events & Communications



BOOK INDUSTRY COMMUNICATION LTD

Regular BIC Events

BIC Breakfasts (monthly)

New Trends in Publishing Seminar (Sept 2016)

BIC Networking Events

- including the BIC Bash (Nov 2016) and
events hosted by the British Library

Building a Better Business Seminar at LBF
(April 2017)



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Over to Jack...



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Your Partner in Discovery

**BIC Breakfast
Thursday 26th May 2016
Jack Tipping – Bowker UK**

Bowker Mission



To connect readers with books, and provide critical insights in to readership worldwide

Bowker is Your Partner in Discovery!



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Authors

Libraries

Book Sellers

Book Consumers/Lovers

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Publisher Relations &
Data Submissions Manager

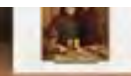
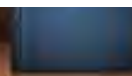
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London
EC4Y 8EN
Tel: +44 (0)20 7832 1700
Dir: +44 (0)20 7832 1773
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541.5838-vegetarian



541.5838

Shelf | List



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A close-up photograph of a breakfast meal on a white plate. The plate contains several strips of golden-brown, crispy bacon, a round slice of a baked roll or bun, and some scrambled eggs. The plate is set on a dark, speckled countertop. In the background, a white cup of coffee on a saucer is visible, slightly out of focus. A silver butter knife with a white handle is placed on the plate. A white napkin with a blue logo is partially visible on the left side of the plate.

Over to Magaly...

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Bibliographic Metadata Supply Chain: Challenges and Initiatives KBART and KB+



Magaly Bascones

knowledge base plus, service manager

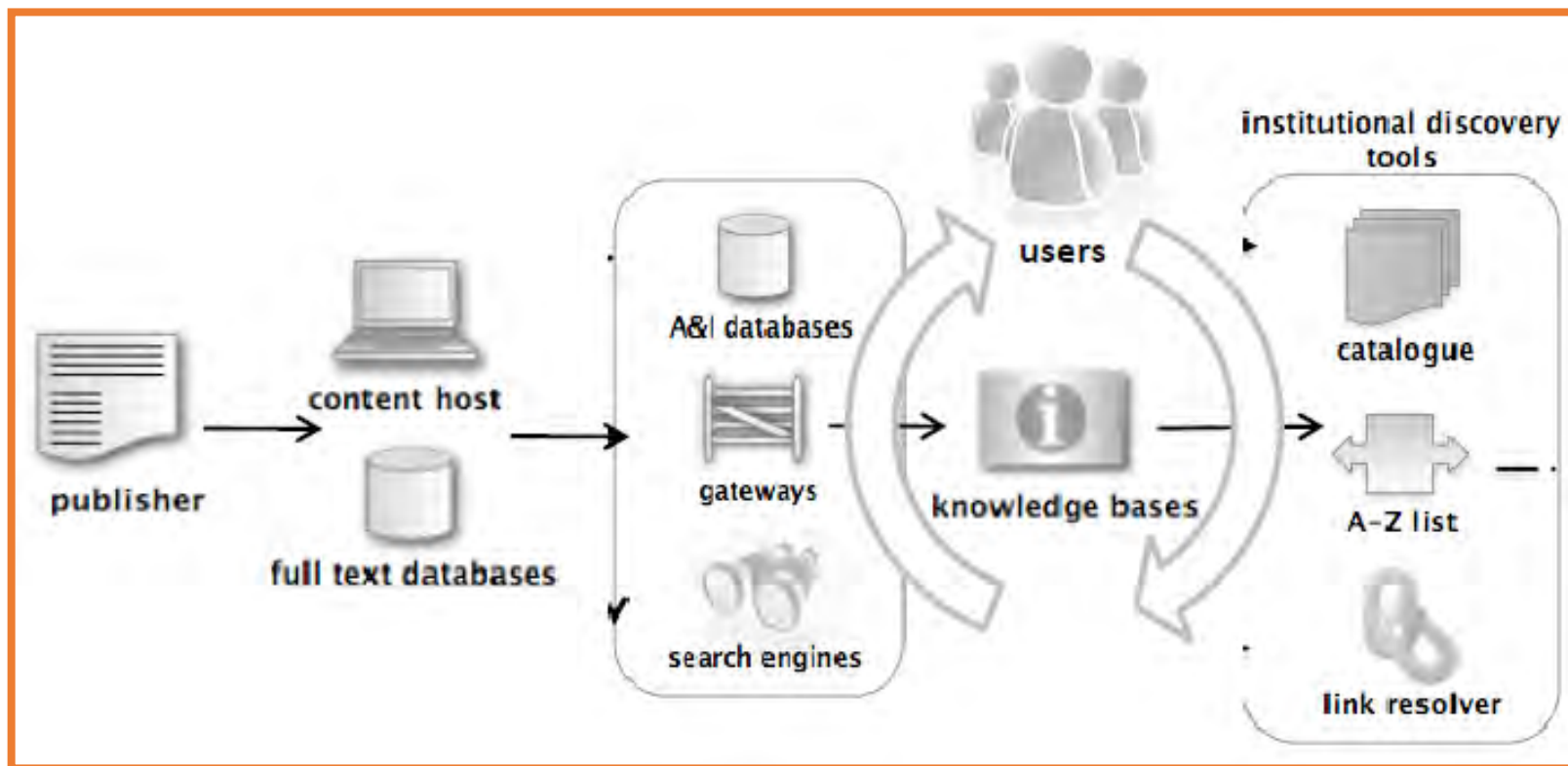
Jisc

Knowledge Base: A database that shows the resources a library can access electronically, or that it owns in print.

Link Resolvers: A software tool that connects a description of an article (the source) with the full text of the article in question (the target).

Discovery Tool: A single search interface provides a gateway to a wealth of scholarly content, including print, electronic and digital collections.

Metadata Supply Chain



wrong and outdated metadata

Knowledge Bases and related tools



A set of practical recommendations for the timely exchange of accurate metadata between content providers and knowledge base developers.

Create and distribute KBART files allow to address a range of issues, and help ensure product functionality and compatibility, facilitate interoperability and support customer satisfaction.

publication_title	print_identifier	online_identifier	date_first_1	2002	781783530625	http://gse.g01.publishe
"International journal of sales, retailing and marketing."			2002	781783530625		
The 13 key performance indicators for highly effective teams	9781909493742	9781783530625	2012	781783530625		
Case studies in social entrepreneurship	9781783530496	9781783530496	2012	781783530496		
Socially responsive organizations and the challenge of poverty	9781783530595	9781783530595	2012	781783530595		
Sustainable luxury : managing social and environmental performance in iconic brands	9781783530618	9781783530618	2012	781783530618		
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Competing for a sustainable world building capacity for sustainable innovation	9781783532247	9781783532247	2012	781783532247		
Inspirational guide for the implementation of RME	9781783531257	9781783531257	2012	781783531257		
Practical wisdom in management business across spiritual traditions	1783531322	9781783531322	2012	781783531322		
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A new psychology for sustainability leadership the hidden power of ecological worldviews	9781783531905	9781783531905	2012	781783531905		
From Walmart to Al Qaeda an interdisciplinary approach to globalization	9781783531936	9781783531936	2012	781783531936		
Sustainability in hospitality : how innovative hotels are transforming the industry	9781783531998	9781783531998	2012	781783531998		
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Integrating gender equality into business and management education : lessons learned and challenges remaining	9781783532254	9781783532254	2012	781783532254		
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Positive finance : a toolkit for responsible transformation	9781783534531	9781783534531	2012	781783534531		
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"Globalization and corporate citizenship : the alternative gaze : a collection of seminal essays, with up-to-date commentaries from original authors"	9781783534968	9781783534968	2012	781783534968		
"Can the world be wrong? where global public opinion says we're headed"	9781783534227	9781783534227	2012	781783534227		
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Big bang being : developing the sustainability mindset	9781906093877	9781906093877	2012	781906093877		

Some issues

- Investment
- Complexity
- Promotion
- Quantity



Initiatives to promote discoverability

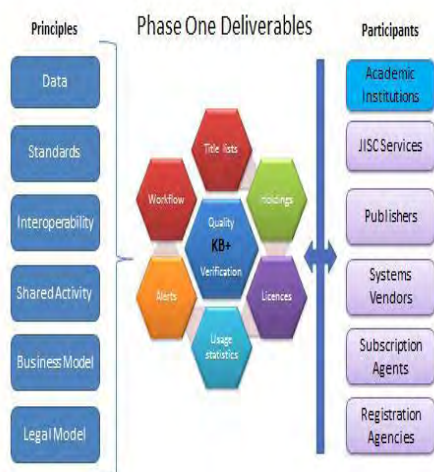
- **Aggregation**
- **Data Management**



2011

2013

2016



This screenshot shows the Jisc Collections Knowledge Base+ website. The header features the Jisc Collections logo and navigation links. The main content area includes a "Welcome to Knowledge Base+" message, a "What can KB+ do?" section, and a "Login" section with a "KB+ Member Login" button. The footer contains a "Sign up to KB+" link.

This screenshot shows the Jisc Collections Knowledge Base+ website. The header features the Jisc logo and navigation links. The main content area includes a "Knowledge Base+" section with a description of the service and a "Visit jisc-collections.ac.uk" button. The footer contains a "You may also like..." section.

Our Knowledge Base uses, produces and delivers KBART files.

The metadata is enriched.

KBART is part of the standards compliance list of the Jisc Collections agreements.



Librarians

Link
Resolvers



Consortia

Knowledge
Bases

Thank you for listening

Magaly Bascones

Jisc

Magaly.Bascones@jisc.ac.uk



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A photograph of three people in a library or study setting. Two women and one man are leaning over a table, looking at a book or document. The woman on the left is wearing a purple cardigan over a black top. The woman in the middle is wearing a light blue sweater and glasses. The man on the right is wearing a white shirt and glasses. They are all smiling and appear to be engaged in a collaborative activity. In the background, there are blue bookshelves filled with books.

Delivering the Experience that Users Expect

BIC Breakfast, May 2016

Alan Oliver | Business Development Director EMEA

A New User Experience



User experience

Design

Agenda

1

UX principles for discovery design

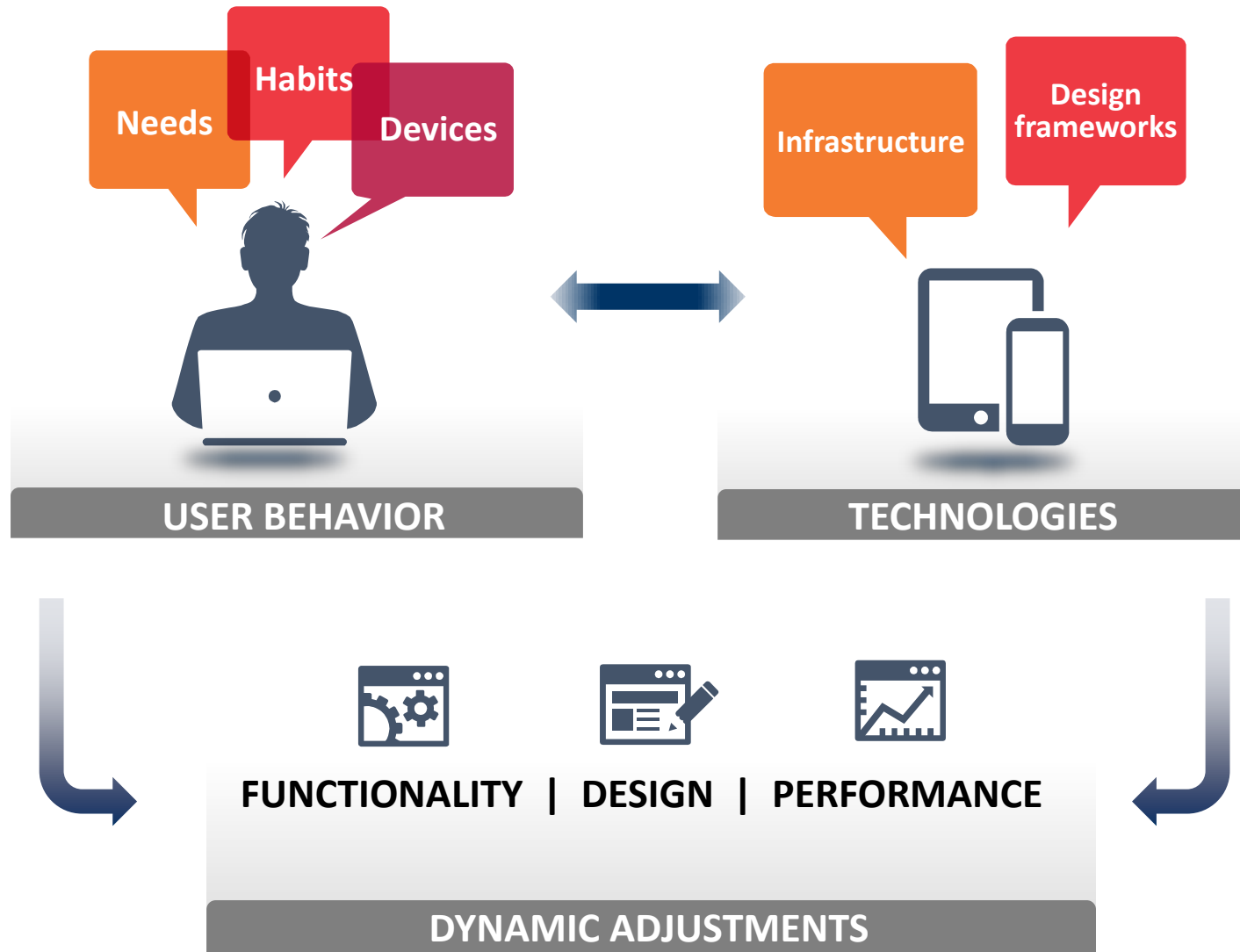
2

Understanding Users' Needs

3

UX in action – library discovery

A Rapidly Changing Landscape



UX Core Principles for Web Design



One experience
across devices



Intuitive design to
simplify tasks



Action-oriented

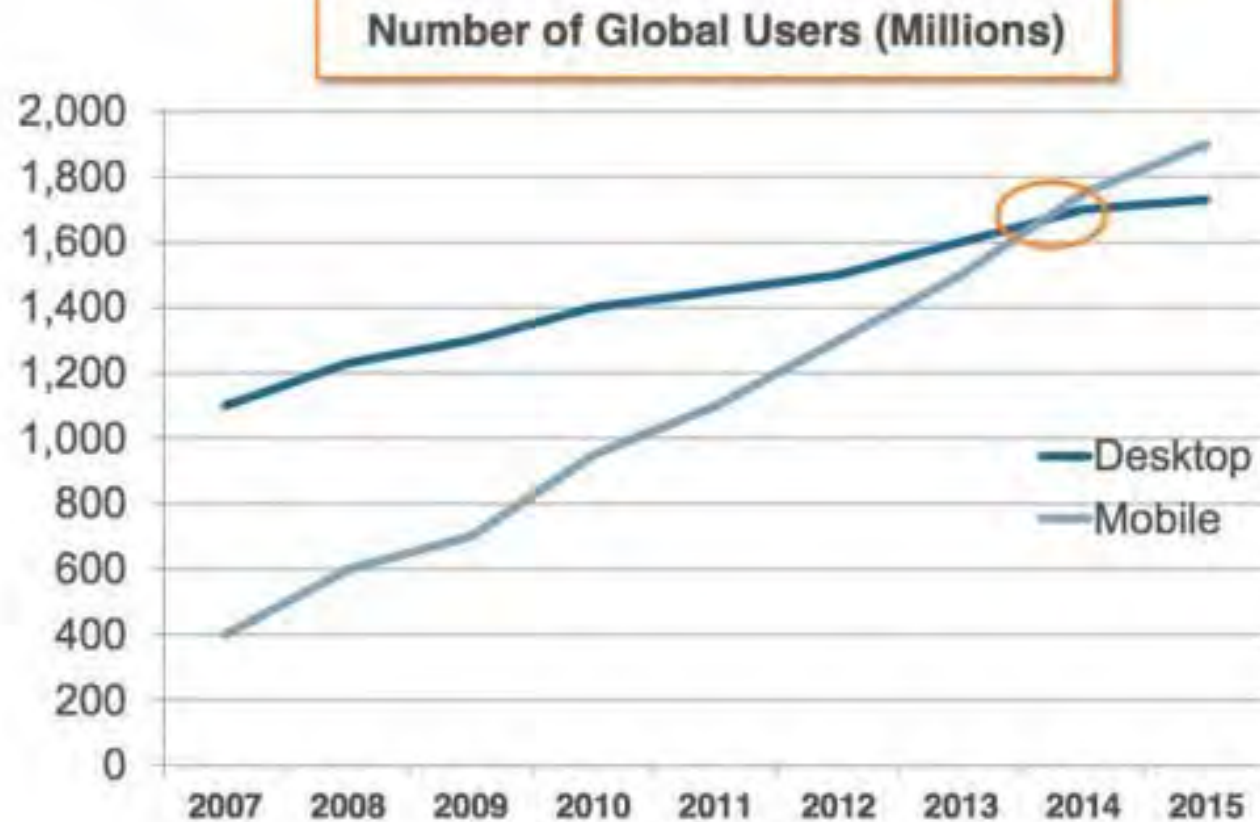


Personalization



Serendipity

MOBILE IS THE NEW “BLACK”



One Experience: What Does it Mean in the World of Discovery?



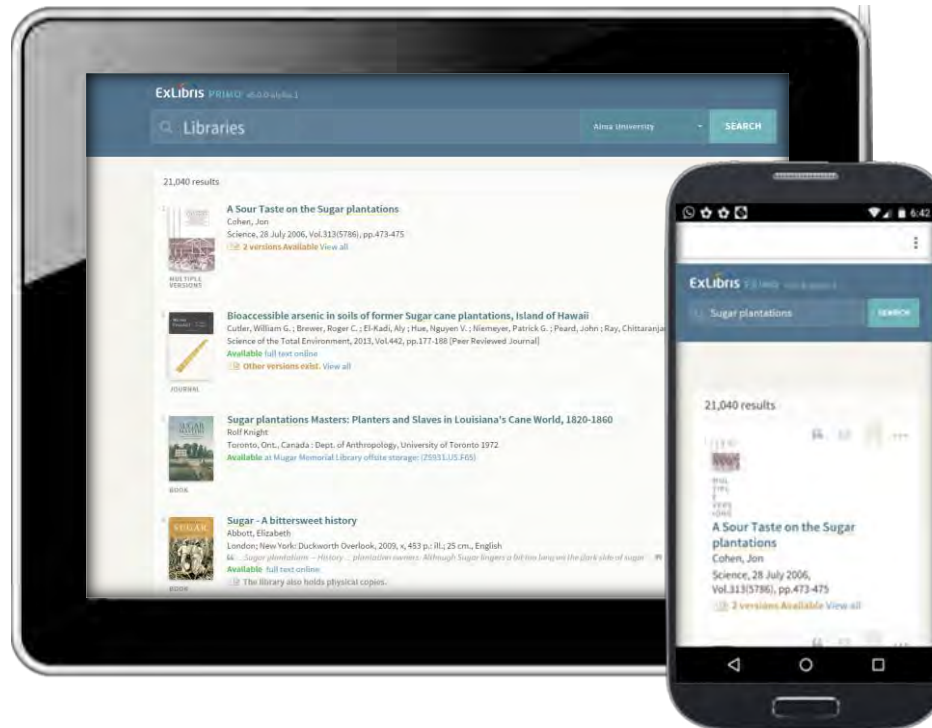
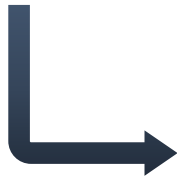
Identify important
functionality and
prioritize



Adjust clickable
buttons to touch
experience



Leverage
personalized mobile
experience





CLEAN LOOK & FEEL



DIGESTIBLE



“GLANCEBILTY”



GRADUAL EXPOSURE

**A USER INTERFACE IS
LIKE A JOKE. IF YOU
HAVE TO EXPLAIN IT,
IT'S NOT THAT GOOD.**



“PLEASANT SURPRISES”



ADDRESS RELATED NEEDS



WISDOM OF THE CROWD



TRAILS





Understanding Users' Needs

Key Insights into User Experience



User Studies



Log Analysis



**Customer
Feedback**



**Increased use of
mobile devices**



**Learning through
discovery**



**Diverse needs of
students &
faculty**



**Known-items
searches
> 50% of queries**



**Reading lists: key
gateway to the
library for
undergraduates**



**Differences
across
disciplines**

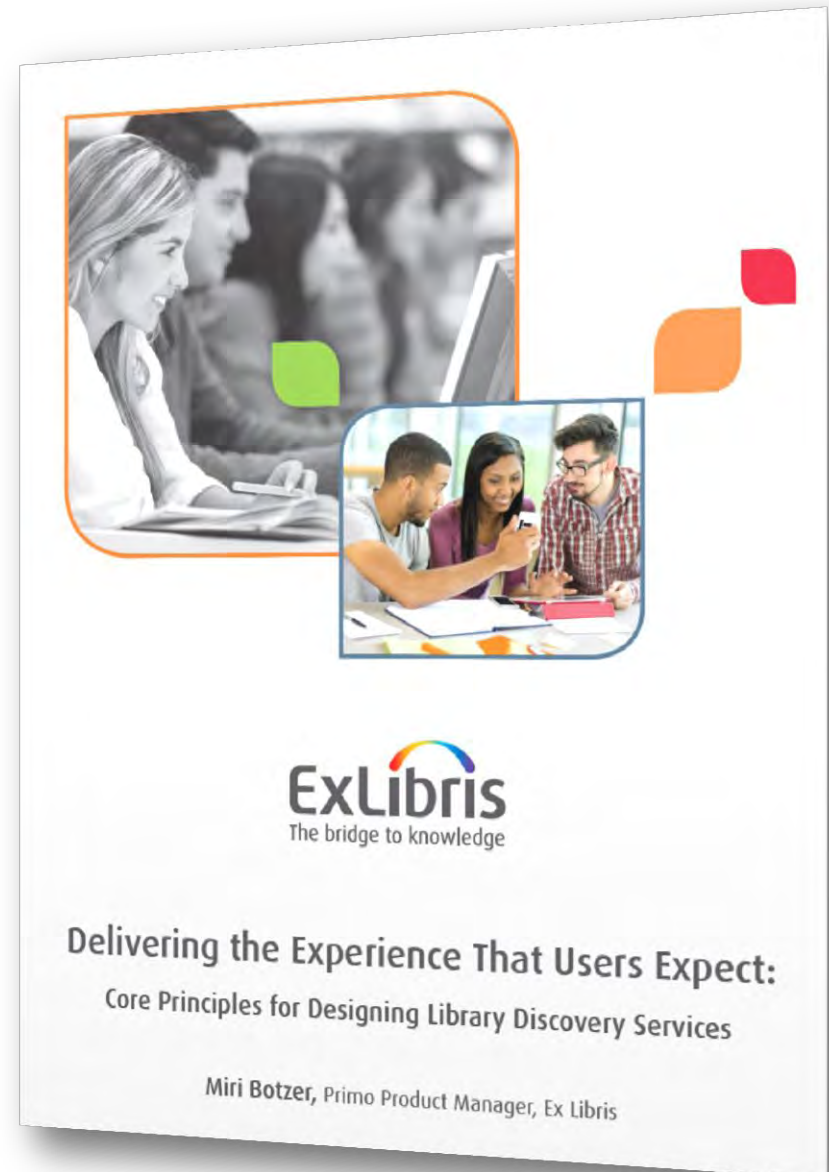
White Paper: Core Principles for Designing Library Discovery Services

An Ex Libris white paper, covering the core principles of UX design and how they can be applied to library discovery services

- The five core principles of UX design
- Key considerations for designing discovery services
- Selecting the appropriate UI technology
- Real-life examples of the Primo new UI

Download at:

<http://meetexlibris.com/designing-library-discovery-services/>





Search anything

Books Articles etc ▼





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May 2016 BIC BREAKFAST

Webscale Discovery: How Library Users Find And Connect To Your Online Content

Dom Benson
Electronic Resources Librarian
Brunel University London

Brunel Library's context

Medium-sized university in west London

1995 SirsiDynix Unicorn LMS (now Symphony)

2008 Webfeat federated search, 360 Link

2011 Summon Discovery, same link resolver

2015 Summon 2.0, 360 Link 2.0

2016 Full review of systems

Brunel Library's context

Numbers

- LMS: books: 343,706; ebooks: 27,477
- 360 Core: ebooks 710,082 including open access

2014/15 usage reflects policy to buy e-books if possible

- > 2 million section requests (+49%)
- Outstripped journal article requests (1st time)

What is OpenURL Linking?

- ANSI/NISO Z39.88-2004 (R2010) The OpenURL Framework for Context-Sensitive Services
- Originally developed from 1998 onwards by Herbert Van de Sompel and Patrick Hoshstenbach at Ghent University, eventually leading to the release of SFX (now an Ex Libris product)

(The following slides from Herbert Van de Sompel's Harvard presentation are available on the web at: <http://public.lanl.gov/herbertv/presentations/OpenURL-hvds.ppt> two slides used here, with thanks!)

Z39.88-2004

The OpenURL Framework for Context-Sensitive Services

Herbert Van de Sompel
Los Alamos National Laboratory

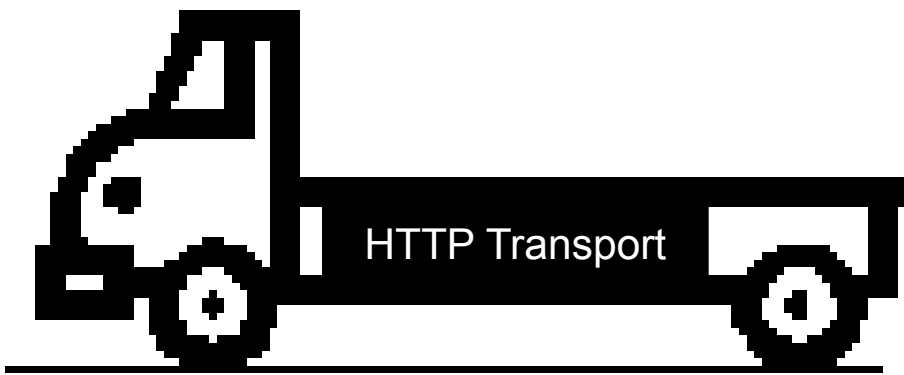
Thanks for the nice slides:
Oliver Pesch
Chief Architect, EBSCO Publishing

KEV ContextObject, Inline OpenURL

ctx_ver=Z39.88-2004& ctx_tim=2003-10-10	Administrative
rft_val_fmt=info:ofi/fmt:kev:mtx:journal rft.genre=article& rft.title=Journal of Banking and Finance& rft.issn=0378-4266& rft.date=2000-03& rft.volume=24& rft.issue=3& rft.spage=395& rft.aulast=Narayanan& rft.aufirst=Ranga& rft.atitle=Insider Trading and the Voluntary Disclosure of Information by Firms&	Referent
rfr_id=info:sid/InfoSource.com&	Referrer
res_id=http://lib.example.edu/resolver.cgi	Resolver

http://lib.example.edu/resolver.cgi?
url_ver=Z39.88-2004&
url_tim=2003-10-10&
url_ctx_fmt=info:ofi/fmt:kev:mtx:ctx&

http://lib.example.edu/resolver.cgi?
url_ver=Z39.88-2004&
url_tim=2003-10-10&
url_ctx_fmt=info:ofi/fmt:kev:mtx:ctx&



Alternatives?

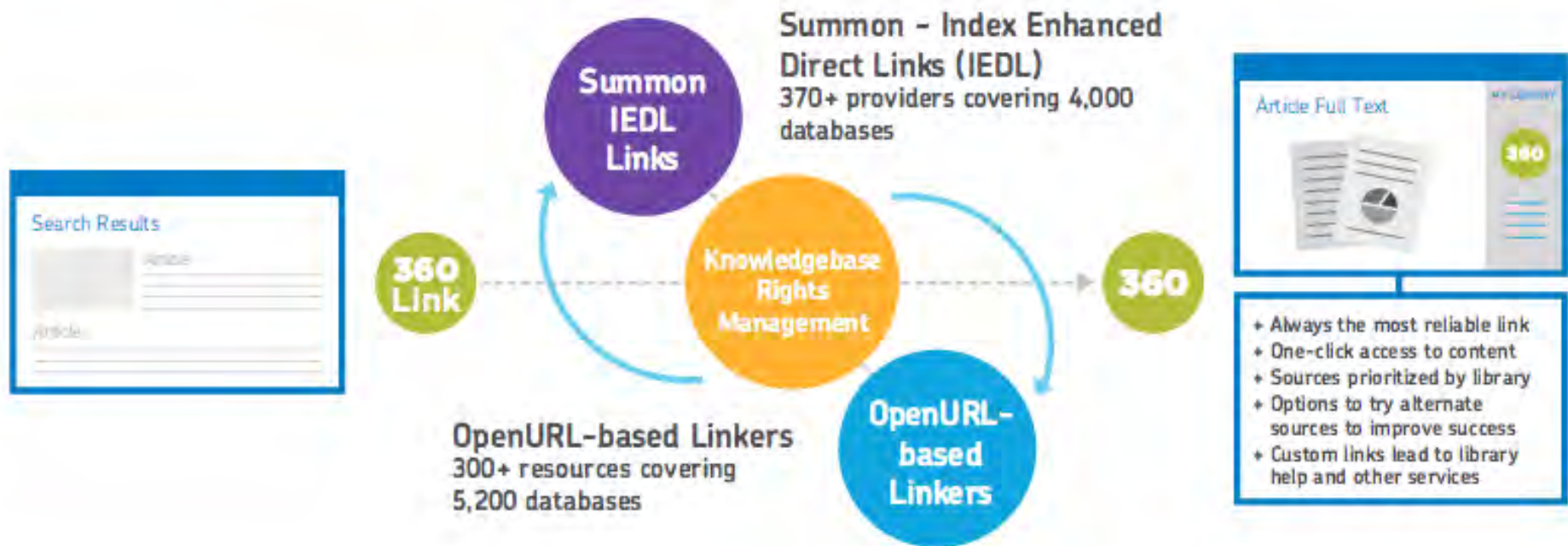
- In some cases the appropriate copy is still obtained via OpenURL linking
- OpenURL linking is prone to failure for a number of reasons including metadata errors such as wrong author, date of publication, ISBN, etc, etc, see David & Thomas (2015)
- Hence many discovery targets are reached via direct methods including CrossRef's DOI, EBSCO's SmartLinks™ and Summon's Index-Enhanced Direct Linking™ (IEDL)

What is Index-Enhanced Direct Linking™?

- IEDL technology is employed as an enhancement to 360 Link
- It works alongside OpenURL-based linkers
- Underpinned by an authoritative knowledgebase
- To return verified links to the content from different sources
- Thereby increasing the probability of a successful link

IEDL™ in a nutshell

THE MOST RELIABLE ACCESS TO FULL TEXT



Discovery in practice

So much for the theory, there follows some examples of:

- OpenURL via 360 Link 2.0 with right hand helper window
- IEDL via Summon 2.0 permalink

Example 1: Link 2.0 OpenURL

<http://brunel.summon.serialssolutions.com/#!/search?ho=t&l=en-UK&q=Always%20More%20Than%20One%20:%20Individuation%27s%20Dance>

Manning, E. 2012, Always More Than One : Individuation's Dance, Duke University Press Books, Durham.

http://cm7ly9cu9w.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rft_id=info:sid/summon.serialssolutions.com&rft_val_fmt=info:ofi/fmt:kev:mtx:book&rft.genre=book&rft.title=Always+More+Than+One&rft.au=Manning%2C+Erin&rft.date=2012-12-01&rft.pub=Duke+University+Press&rft.isbn=9780822353331&rft.externalDocID=10644358¶mdict=en-UK

Example 1: OpenURL with 360 Link 2.0

The screenshot shows a web browser displaying the eDuke Books Scholarly Collection page. The browser's address bar shows a URL from serialssolutions.com. The page header includes navigation links like 'Most Visited', 'Getting Started', 'Latest Headlines', 'RefGrab-It', and 'SSOC'. The main content area features the eDuke Books logo and a search bar. The book 'Always More Than One: Individuation's Dance' by Erin Manning is highlighted. A description of the book is provided, along with a 'Read Now' button and social media sharing options (Citation Manager, Permissions, Share, Facebook Like, Google+1, and Tweet). The right sidebar contains metadata for the book, including the author (Erin Manning), publisher (Duke University Press), ISBN, and date. It also includes a link to 'e-Duke Books Scholarly Collection 2012' and a section titled 'Still need help?' with links to search again on Google Scholar, search again on the library catalogue, check FAQs, and order a copy via Inter Library Loans service.

cm7ly9cu9w.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rft... px?direct=true&db=ers&AN=8 →

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eDuke BOOKS
Scholarly Collection

Search Books and Journals for Titles, Authors, Keywords, et... Advanced Search

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Always More Than One: Individuation's Dance
By Erin Manning

In *Always More Than One*, the philosopher, visual artist, and dancer Erin Manning explores the concept of the "more than human" in the context of movement, perception, and experience. Working from Whitehead's process philosophy and Simondon's theory of individuation, she extends the concepts of movement and relation developed in her earlier work toward the notion of "choreographic thinking." Here, she uses choreographic thinking to explore...

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Table of Contents Book Info

Library@Brunel

Author: Manning, Erin
Book: Always more than one : individuation's dance
Publisher: Duke University Press
ISBN: 0-8223-5333-4, 978-0-8223-5333-1
Date: 01.12.2012

e-Duke Books Scholarly Collection 2012 Report a problem

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The item you need may be available in print or online:

- > search again on Google Scholar
- > search again on the library catalogue (e.g. by journal title)
- > check our FAQs or ask us a question on LibAnswers
- > order a copy via our Inter Library Loans service (a charge may apply)

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Example 2: IEDL permalink

<http://brunel.preview.summon.serialssolutions.com/#!/search?bookMark=ePnHCXMw42JgAfZbUxkgE4iGBpb6nq6-zpDBC9AUGLABzwzqPVuAjiY3tozggA2IGlC2aBoacTK0BOQkgrb4KABbbQrp-TkpigoawF61QhJoREtTQVehPCOxRCEHWBAA40UB6AAF6KCFQi58xYgC-M4FBdAWDQVgIQcaalMANf-rUIBYjq8ADMXcYoXMPAVgU0sB3IkE2Qrag5Voz82g4uYa4uyhC7pyJb4AcvJDvAG4TWVmApgNTE1NTDUMWpkCNmXQ8lgvSEkzBgAW5l6P>

Record 1: IEEE Xplore

Hancock, D.J. 2005, "Playing for gold! (and black) - what lessons can project management learn from extreme high performance teams in the sporting arena?", Proceedings. 2005 IEEE International Engineering Management Conference, Sept. 11-13 2005, pp. 324.

http://ieeexplore.ieee.org.ezproxy.brunel.ac.uk/xpls/abs_all.jsp?arnumber=1559144&tag=1

Example 2: IEDL to IEEE

The screenshot displays the IEEE Xplore Digital Library interface. At the top, there is a navigation bar with links to IEEE.org, IEEE Xplore Digital Library, IEEE-SA, IEEE Spectrum, and More Sites. On the right, there are links for Cart (0), Create Account, and Personal Sign In. The main header features the IEEE Xplore Digital Library logo, the Brunel University London logo, and a message stating 'Access provided by: Brunel University' with links to 'Contact Administrator' and 'Sign Out'. Below the header is a blue navigation bar with tabs for BROWSE, MY SETTINGS, GET HELP, and WHAT CAN I ACCESS?. A search bar is located below the navigation bar, with a search button and a dropdown menu for search options: Basic Search, Author Search, Publication Search, Advanced Search, and Other Search Options. The main content area shows a search result for the paper 'Playing for gold! (and black) - what lessons can project management learn from extreme high performance teams in the sporting arena?' by D. J. Hancock. The paper title is displayed in large, bold text. To the right of the title are two buttons: 'Full Text as PDF' and 'Full Text in HTML'. Below the title, the author's name 'D. J. Hancock' is listed. A tabbed interface is shown below the author's name, with the 'Abstract' tab selected. The abstract content is displayed below the tabs. On the left side of the abstract, there are links for 'Download Citations' and 'Email'. The bottom of the page shows the 'FIRST PAGE OF THE ARTICLE'.

What does the evidence say?



"Mind the Gap", Waterloo station, on the Bakerloo line of the London Underground.

Date June 2008 Source Own work (Photo personelle) Author Clicsouris Available at:

https://commons.wikimedia.org/wiki/File:Bakerloo_line_-_Waterloo_-_Mind_the_gap.jpg

(Accessed: 4/10/2016 2016).

Is IEDL closing the gap?

- Investigated the top 100 queries from 2015
- Linked to the first two online items per query
- Noted linking for IEDL / OpenURL / and failure per database target

Results – OpenURL or mixed linking

A	B	C	D	E	F	G	H
	Source	IEDL	OURL	Total / 200	%	OURL failures	% failures
1	DOAJ	0	3	3	1.5	3	100.0%
2	Hein	0	1	1	0.5	1	100.0%
3	Science	0	1	1	0.5	1	100.0%
4	World Bank	0	2	2	1	2	100.0%
5	Academic Search Complete	0	2	2	1	1	50.0%
6	Business Source Premier	0	2	2	1	1	50.0%
7	T&F	0	15	15	7.5	1	6.7%
8	Elsevier	6	12	18	9	1	5.6%
9	ABI/Inform	9	2	11	5.5	0	0.0%
10	Wiley	7	4	11	5.5	0	0.0%
11	Springer	1	7	8	4	0	0.0%
12	JSTOR	5	2	7	3.5	0	0.0%
13	SAGE Research Methods	0	5	5	2.5	0	0.0%
14	CUP	0	3	3	1.5	0	0.0%
15	PubMed Central	1	2	3	1.5	0	0.0%
16	BioMed Central	2	0	2	1	0	0.0%
17	Ovid	0	2	2	1	0	0.0%
18	PsycARTICLES	0	2	2	1	0	0.0%
19	Cell Press	0	1	1	0.5	0	0.0%
20	eDuke Books	0	1	1	0.5	0	0.0%
21	SAGE Knowledge	0	1	1	0.5	0	0.0%
22	SportDISCUS	0	1	1	0.5	0	0.0%
	Total	129	71	200	100	11	15.5%

Results – IEDL only targets

1	Source	IEDL	OURL	Total / 200	%	OURL failures	% failures
24	MyiLibrary ebooks	53	0	53	26.5	n/a	
25	SAGE	14	0	14	7	n/a	
26	Emerald	9	0	9	4.5	n/a	
27	ORO	8	0	8	4	n/a	
28	DawsonERA ebooks	4	0	4	2	n/a	
29	IIMP	2	0	2	1	n/a	
30	ACM	1	0	1	0.5	n/a	
31	Ann Rev	1	0	1	0.5	n/a	
32	BMJ	1	0	1	0.5	n/a	
33	IEEE	1	0	1	0.5	n/a	
34	IIPA	1	0	1	0.5	n/a	
35	Nature	1	0	1	0.5	n/a	
36	NBER	1	0	1	0.5	n/a	
37	OUP	1	0	1	0.5	n/a	
38	Total	129	71	200	100	11	15.5%

Findings

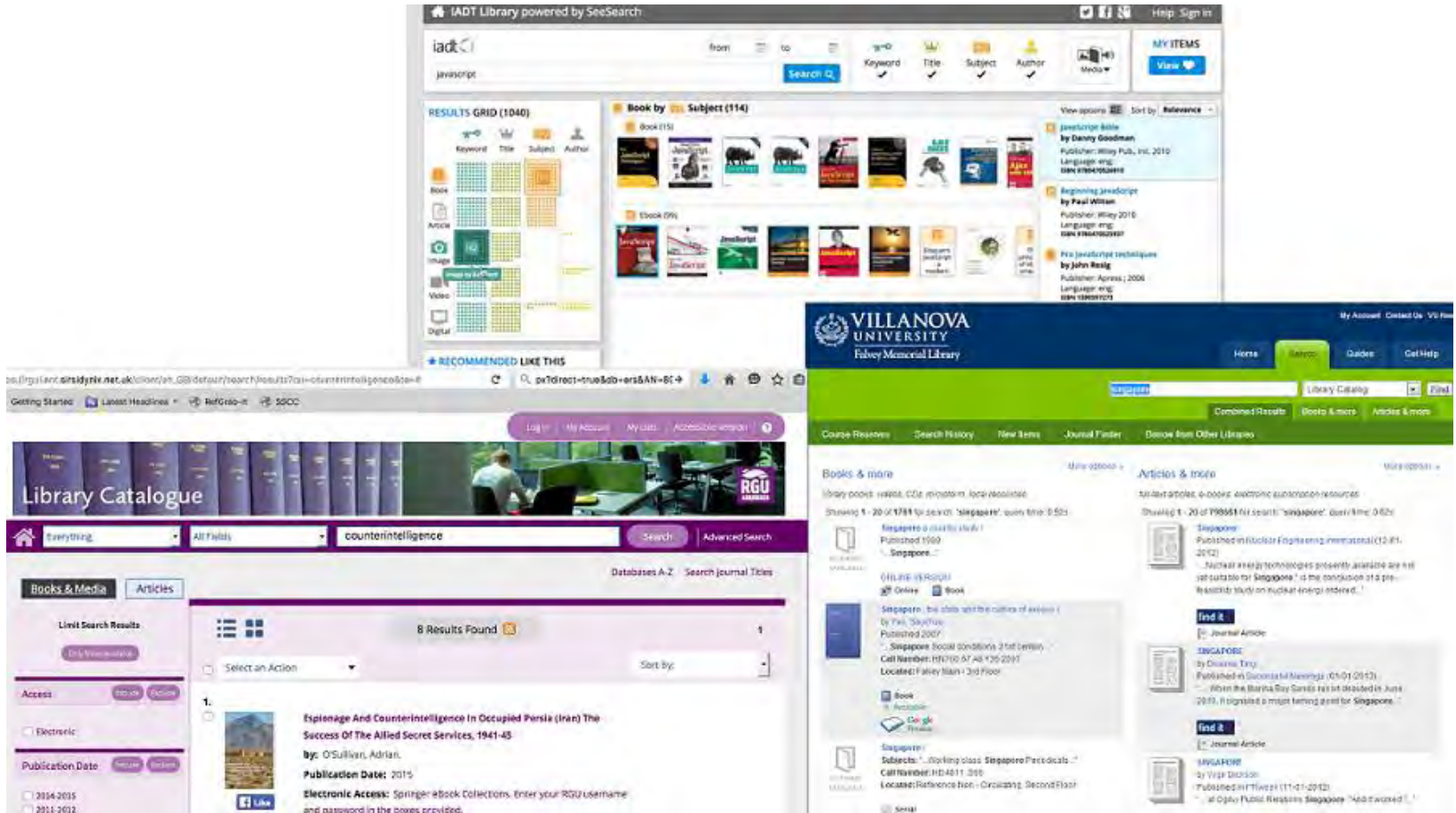
While only a small sample, the 200 data points show:

- IEDL seems to be reducing the rate of linking failure
- Some targets may employ both forms of linking
- Discovery and IEDL may promote ebook usage
- OpenURL linking failure to certain content types, open access targets (DOAJ and World Bank), and aggregated databases is still prevalent

What else can be done?

- With > 450,000 new ebooks being published each year we should all push for all standards and recommendations underpinning discovery and linking to be implemented – such as KBART, ODI, ONIX, etc
- Data quality needs to be optimised, see David & Thomas (2015)
- Libraries should optimise content by verifying all subscription holdings are tracked (use KB+, etc++)
- Libraries should report every instance of a bad link to providers or publishers
- Integrate and extend Discovery with partner solutions, for example SirsiDynix Enterprise (Catalogue + Discovery), SeeSearch (a visual approach taken by IADT in Dun Laoghaire), VuFind (Villanova University's bento box display)

Integrated Discovery

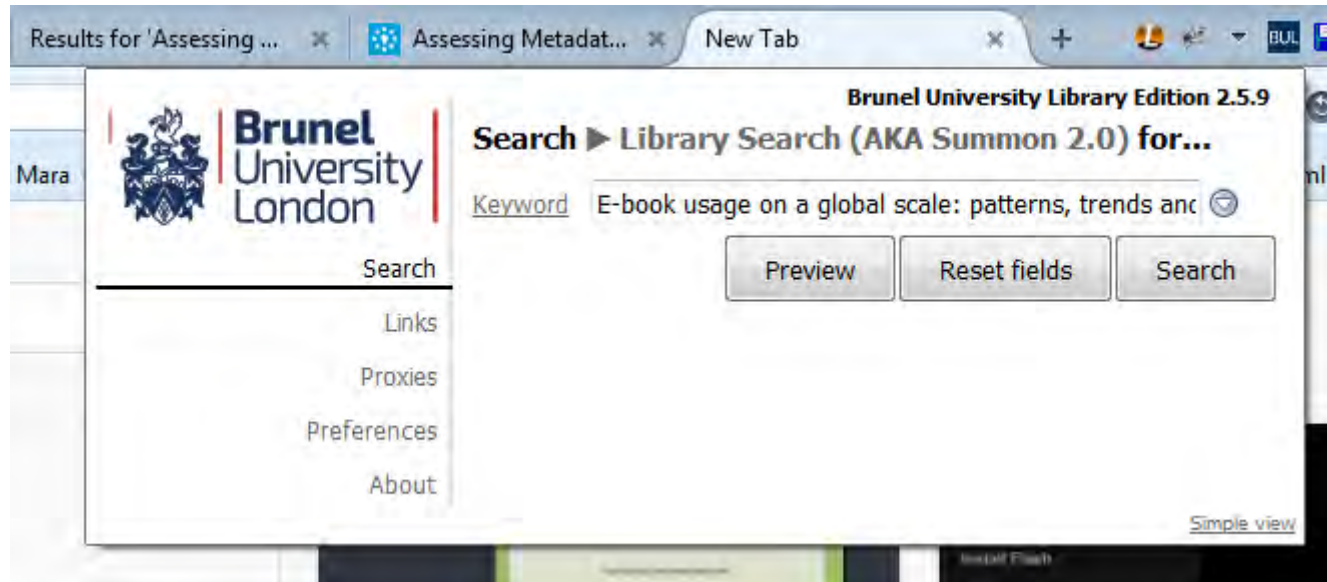


And finally...

Future steps / tools:

- Libraries should build an insitutional version of LibX to enable linking via COinS (Context in Spans – builds links via ISSN, ISBN, DOI, PMID, etc – see also Jill Grogg’s Innovative uses of the OpenURL; Cindi Trainor’s and Jason Price’s The future of OpenURL linking: adaptation and expansion)
- Use traffic analysis of broken links (developed by Gordon Welchman at Bletchley Park, also developer of early cloud applications) to generate more IEDL

LibX toolbar for Chrome and Firefox



Built with the edition builder developed by Annette Bailey and Godmar Back at: <http://libx.org/>

COinS – Link 2.0's right hand pane links out via ISBN, DOI, etc

cm7ly9cu\$w.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&xfr_id=info:sid/su

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Author: Sims, Jennifer E
Book: Vaults, mirrors, and masks : rediscovering U.S. counterintelligence
Publisher: Georgetown University Press
ISBN: 1-58901-267-4, 978-1-58901-267-7

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Dance's Shimmering Call
Author: Bridge, Megan
Journal: Dance chronicle
ISSN: 0147-2526
Date: 04.05.2014
Volume: 37 Issue: 2 Page: 267-271
DOI: 10.1080/01472526.2014.914945

DOI: 10.1080/01472526.2014.914945 refers to: "Dance's Shimmering Call ", Megan Bridge; Dance Chronicle 37(2):267-271 (2014)

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> search again on the library catalogue (e.g. by

Sources and resources

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Questions?

Thank you!

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**Thank you for attending May's
BIC Breakfast:
Webscale Discovery: How Library-Users Find &
Connect to Publishers' Online Content**

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