

# PEER REVIEWED RESEARCH WITHOUT BORDERS

WHY?

- 1 Increased dissemination and usage
- 2 Publicly financed research is available for free

HOW 1:  
Open Access (CC-BY)  
and viral marketing  
Copyright stays  
with author

HOW 2:  
Quality and credibility  
through transparent  
peer review according  
to international  
standard

HOW 3:  
OA + new technology  
(PoD & Epub)  
Ebooks are free

HOW 4:  
Library publishing  
and collaboration

EFFECT:  
No barriers  
(no cost, no login,  
infinite  
dissemination)

EFFECT:  
Authors are free  
to publish their work  
again anytime,  
anywhere

EFFECT:  
Easier to refer to  
electronic copies  
in viral media

EFFECT:  
Electronic  
versions travel  
vast and fast

EFFECTS:  
Recognition  
according to current  
bibliometric models

EFFECTS:  
Quality decides  
rather than  
potential sales  
figures

EFFECT:  
Global dissemination  
and distribution

EFFECT:  
Reasonable prices  
for authors and book  
buyers (cost price)

EFFECT:  
Sustainable  
archiving

EFFECT:  
A book never goes  
out of print

EFFECT:  
Real time statistics  
of usage (citations,  
downloads, mentions,  
linkage, sales,  
translations)

EFFECT:  
Publishing  
collaboration  
between universities  
rather than  
competition

EFFECT:  
Make use of librarian  
expertise, ie meta  
data, sustainable  
archiving, copy right  
issues

EFFECT:  
No profit  
required



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