

Book Performance Report 2015

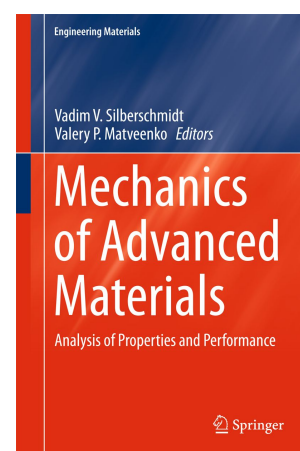
July 2016

Dear Valery P. Matveenko,

We are pleased to provide you with this overview of how your eBook has been performing on the market and give you an update on our latest developments. 2015 was an exciting year, as it marked the merger between Macmillan Science and Education and Springer Science+Business Media to form **Springer Nature**. Together we can serve our customers even better, and a strong focus on services for our authors is a major part of our strategy. Just recently we were able to increase your author discount on book orders from 33% to 40%.

Have you already used Bookmetrix? Now celebrating its 1st birthday, it has already become a highly appreciated tool (750,000 page views per month) that gives you transparent information on your eBook's impact – on a chapter level or for the entire book. Take a look at your book's home page on SpringerLink or springer.com to find the numbers of citations, social media mentions, Mendeley readers, reviews or downloads updated nearly in real-time.

For now, take a look at the following pages to find consolidated data for the past calendar year.



ISBN 978-3-319-17118-0
(ebook)

ISBN 978-3-319-17117-3
(print book)

Availability of and results for your eBook

Since its online publication on April 10, 2015, there has been a **total of 3,245 chapter downloads** for your eBook on SpringerLink. The table to the right shows the download figures for the last year(s).

This means your book was one of the **top 50% most downloaded eBooks** in the relevant Springer eBook Collection in 2015.

- In addition to the collections, Springer eBooks are available for individual use from our web shop. Your book can be ordered/downloaded directly from its homepage.
- MyCopy: Your book is available as a MyCopy version, which is a unique service that allows library patrons to order a personal, printed-on-demand softcover edition of an eBook for just \$/€24.99.
- To further widen the distribution of your book, it has also been made available in the following shop(s):
Amazon Kindle Shop
Apple iTunes
Google play

As you can see, the electronic version reaches a broad readership and provides increased visibility for your work. This is especially noticeable in the long run: statistical data show that the usage of electronic publications remains stable for years after publication.

Spreading the word about your book

To present your book **Mechanics of Advanced Materials** to its potential readers and make it findable by search engines, it has its own home page, which can be **shared through social media** and where you can **download a flyer** for your book! **In 2015 this page was visited 211 times.**

- Your book has been announced by the **New Book Alert**, our largest customer emailing.
- Journal editors, journalists or bloggers can request a free **Online Review Copy** of your book from its home page. This online service makes it easy for these reviewers to read and review your book. As you know, reviews can be an excellent way to boost a book's visibility in the relevant communities and raise reader interest!

Join Springer's social media profiles for our author community:

[Facebook.com/authorzone](https://www.facebook.com/authorzone)

[Twitter.com/authorzone](https://twitter.com/authorzone)

To select a social media profile to match colleagues and Springer staff in your subject area, choose from the list at [springer.com/social-media](https://www.springer.com/social-media).

Year	Chapter Downloads
2015	3,245



Online services for authors and editors

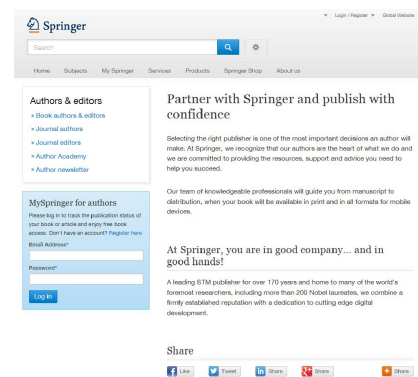
Homepage for book/journal authors and editors: springer.com/authors

Springer colleagues in your subject area: springer.com/contactyoureeditor

Choose from a variety of open access publication options: springer.com/openaccess

Help and guidance throughout the publishing process: [Book Author Q&A](#)

Training for authors with less publishing experience: springer.com/authoracademy



Recent initiatives

Rolling out the ORCID iD in our workflows

ORCID (Open Researcher and Contributor ID) is a non-profit organization supported by a global community of members, including research institutions, publishers and funders. Researchers are increasingly using the ORCID iD to ensure their publications are uniquely linked to their name. Springer journal authors can get an ID during the submission process and have it seamlessly included in our submission platforms. Upon article publication, the author's ID can be found on SpringerLink and in the article's PDF file.

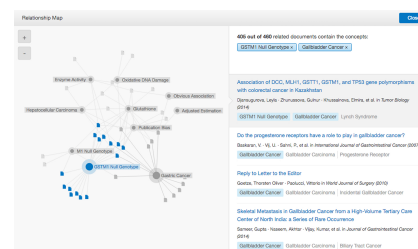
We also support a service called 'Auto-Update,' which was launched by CrossRef.org. If authors agree, their newly published articles are automatically listed in their ORCID record. As a next step, our systems will support the ORCID iD for book/chapter authors, too.



springer.com/authors-editors/orcid

Pilot project with UNSILO – interactive Related Content service on SpringerLink

This new service will make it faster and easier for researchers to discover relevant scientific content. Using UNSILO's semantic technologies, the most descriptive concepts and phrases within documents can be identified in our content portfolio and provide further valuable reading suggestions, even across domains with a highly variable terminology. It allows users to filter similar SpringerLink documents according to the concepts they are interested in. Users can also visually explore documents that describe similar concepts using an interactive relationship map. ([Press Release](#))



Introducing MySpringer for book authors/editors

Any user can register at springer.com and open their MySpringer account. For you, our valued book authors, we have developed MySpringer into a one-stop service center.

Use the following short cuts:

springer.com/myspringer/book-publications offers you Book Tracking (for books in production), your personal free eBook or the latest version of this report.

If you have contributed chapters to books that were edited by colleagues, begin at the following page

springer.com/myspringer/chapters and download a free PDF file of the eBook you contributed to. Last but not least: As a logged in author, you can order any book from our web shop and save 40%.

The Source: A new communication platform for reaching researchers

The Source was launched in late 2015 as a platform to provide the latest information on Springer's researcher services and industry-related news for both potential and existing Springer authors, editors and reviewers. The Source kicked off in a series of partnership posts jointly prepared with Altmetric and has since offered guidance on the Open Choice publishing option, writing LaTeX manuscripts with Overleaf's platform, and helpful tips for early career researchers from the Springer Author Academy, as well as insightful posts on the results of our 2015 peer reviewer survey. Subscribe to receive the latest blog posts on springersource.com.



Open access at Springer

Publishing open access makes your work immediately and permanently available online for anyone, anywhere, at any time. As a leading open access publisher, we offer our authors a variety of options for publishing their research. No matter which one you choose, all open access publications are subject to high-quality peer review, editorial and production processes. You retain the copyright and can easily comply with open access mandates.



springer.com/openaccess

springer.com/openchoice

Springer Open Choice

The Open Choice program allows authors to publish open access in the majority of our established subscription-based journals. Last year a new functionality was added on SpringerLink: readers can now easily access a list of all Open Choice articles published in a given journal. Simply go to the journal's page on SpringerLink and click on the "View Open Access Articles" button under "Browse all Content".

SpringerOpen journals and books

The SpringerOpen journal portfolio covers all areas of science, technology, medicine, the humanities and social sciences. It ranges from highly specialized titles to SpringerPlus, our interdisciplinary open access journal. To better meet our authors' needs, we have now added fully open access books to the SpringerOpen program. Authors in all disciplines have the option of publishing open access books, including monographs, edited volumes, proceedings and SpringerBriefs. In addition to the electronic version, customers can also order a printed edition. From 2016, we are pleased to offer all authors the opportunity to publish their open access book under the Creative Commons Attribution (CC BY) 4.0 International License, which facilitates free re-use and sharing. Other Creative Commons licenses are also available upon request.



springeropen.com

springeropen.com/books

springer.com/oafunding

Funding options

Universities, research institutes and funding organizations all over the world have made resources available to help cover the costs of open access publishing. Numerous institutions have now joined our Open Access Membership Program or offer further options to partly or even fully finance their researchers' contributions to Springer's and BioMed Central's journals and books portfolio.

Thank you!

Thank you again for publishing with us. It is our privilege to disseminate your book among the scientific community and we look forward to working with you on your next book or journal article.

Your Springer Marketing Team