

(Ebook free) Content Licensing: Buying and Selling Digital Resources (Chandos Information Professional Series)

Content Licensing: Buying and Selling Digital Resources (Chandos Information Professional Series)

Michael Upshall

*ebooks | Download PDF | *ePub | DOC | audiobook*

Chandos Series on Publishing

Content Licensing

Buying and Selling
Digital Resources

Michael Upshall



DOWNLOAD



READ ONLINE

#5854415 in Books 2009-09-17 2009-09-03Original language:EnglishPDF # 1 9.21 x .55 x 6.141, .0 #File Name: 1843343339258 pages | File size: 19.Mb

Michael Upshall : Content Licensing: Buying and Selling Digital Resources (Chandos Information Professional Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Content Licensing: Buying and Selling Digital Resources (Chandos Information Professional Series):

Content Licensing is a wide-ranging and comprehensive guide to providing content for dissemination electronically. It outlines a step-by-step introduction to the why, how, and frequently asked questions of digital content and how to license it. In addition, it examines the context in which licensing takes place. What makes the book unique is that it examines licensing from a range of perspectives. Practical tips for cost-effective licensing Guidance on how to ensure the most effective use is made of electronic resources Invaluable for publishers, libraries and distributors

highly recommended to those with an interest in content licensing from content authors to content consumers and anyone in between, Library Collections, Acquisitions, and Technical Services About the Author Michael Upshall (www.consultmu.co.uk) runs a consultancy practice helping publishers and information owners with content licensing and electronic publishing in a wide range of sectors. His experience includes spells both with publishers and with IT companies creating tools for information dissemination. He is an associate consultant of Oxford Brookes University, a member of the British Computer Society (MBCS), and a chartered member of the Institute of Library and Information Professionals (MCLIP). For the UK Electronic Information Group (www.ukeig.org.uk) he edits their bimonthly journal Elucidate. He has over twenty years experience in publishing, including spells with Longman, Dorling Kindersley, TSO and Random House, before co-founding Helicon Publishing, creators of the UK's first CD-ROM and first online encyclopedias, which was pioneering as one of the first digital resources in the humanities to be extensively available electronically.