sciendo

Join Sciendo

and amplify your impact in the professional book market

Sciendo

Sciendo revolutionizes access to professional knowledge by selling collections of digital books directly to academic, public, and corporate libraries across the globe.

Specializing in the distribution of entire front lists, curated subject packages, and individual titles, we address the growing demand for skill-based resources.

At Sciendo, we bridge the gap between professional publishers and academic libraries across the globe.

Why Partner with Sciendo?

Global Reach:
Sell your digital content in collections to libraries worldwide.

Tailored Exposure:
Your books presented in forms that best suit library needs, from entire front lists to subject collections.

Maximize Profits:
Enjoy 60% revenue share from all sales.

Direct Access and Cutting-Edge Technology:
Benefit from our advanced publishing platform, designed to facilitate IP verification for institutional users, and enable direct sales, allowing non-affiliated individuals to directly make purchases.

Secure Your Content:
Ensure its protection with our long-term preservation services.

Elevate Your Reach
Empower Your Content

Our Offer:

Customized Sales Representation:
We advocate for your portfolio with strategic management, curation, and promotion of specialized book collections, ensuring maximum exposure and alignment with library needs.

Zero Fees:
No charges for uploading or hosting content on our platform.
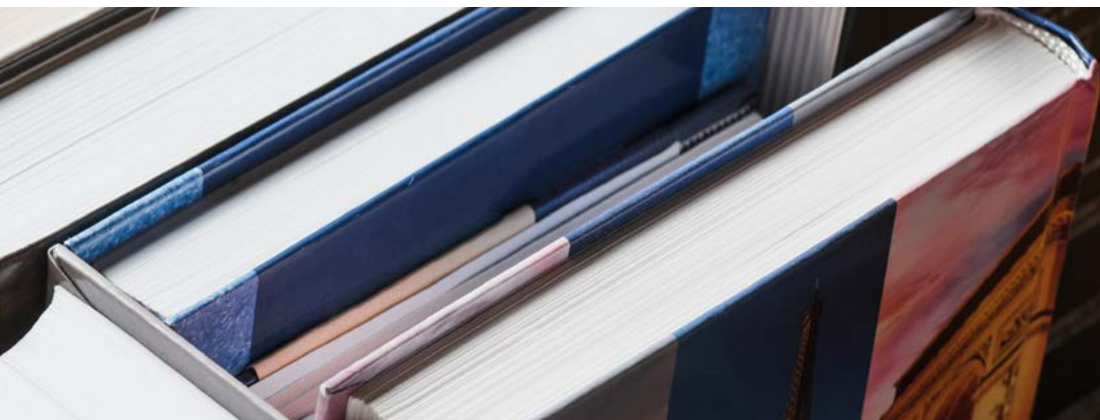
Visibility Boost:
Dedicated landing pages for publishers and individual books, amplified through targeted email campaigns, social media, and global library conferences.

Easy Content Submission:
We accept online PDFs, ONIX, Excel, XML data, and ePubs, and provide services to transform print PDFs to online versions.

What is Sciendo?

Sciendo, a subsidiary of De Gruyter, renowned for its 270-year legacy of academic publishing excellence, is a leading provider of comprehensive distribution solutions to professional publishers worldwide.

Supporting more than 300 institutions across 40 countries, we disseminate content from over 900 journals, books, and conference proceedings.

Our platform can also serve as a bridge between smaller publishers without direct agreements with major vendors and libraries, offering a digital wholesale service for a global audience.

What formats are accepted for content submission?

We primarily require ePDFs along with content description data (ONIX, Excel, XML). While ePubs are welcome for electronic publication, they are not mandatory. We also offer services to convert printer PDFs into navigable web PDFs.

How can customers access content?

Digital content is accessible directly from the Sciendo platform upon the verification of an institution's IP address. Non-affiliated individuals can also purchase content directly, ensuring wide accessibility.
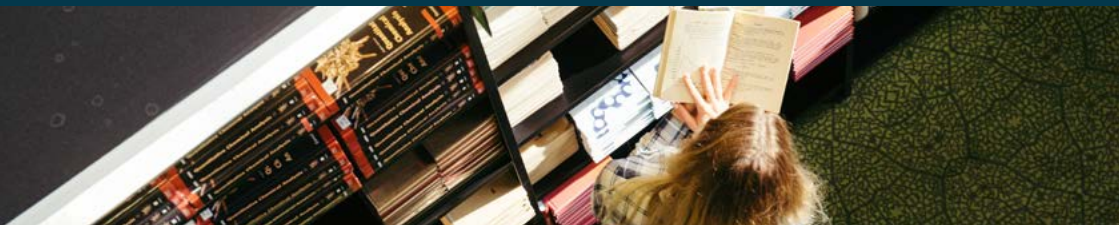
What type of DRM is provided?

We employ SoftDRM techniques to limit unauthorized access/use of eProducts without interfering with any DRM software used by institutions.

Marketing and Promotion

How does Sciendo promote and sell content?

We actively promote new content worldwide to libraries and institutions using our established contacts, e-mail campaigns, social media, and by participating in library conferences globally. Each client receives a dedicated landing page, and we offer individualized sales representation at the collection level.

What strategies are effective in driving visibility and usage?

We boost the discoverability and usage through integration with discovery services and proactive adoption strategies, complemented by MARC Records for easy cataloging and flexible acquisition options tailored to library needs.

How does Sciendo stay informed about industry trends?

Sciendo stays ahead by participating in industry conferences, being active members of key industry groups, conducting market research, and engaging with our Library advisory board. This enables us to adapt to emerging trends such as the demand for audio, video, and integrated content.

Financials

What royalties do publishers earn?

Publishers receive a royalty of 60% of net receipts for eBooks, ensuring a profitable return on their content.

How is content priced on the Sciendo platform?

Content pricing is initially based on the publisher's retail selling price, with discounts applied to individual copies or packages, such as entire frontlist packages, subject-oriented packages, and pick-and-choose options.

Are there any fees associated with uploading or hosting content?

There are no costs for uploading content in specified formats to our platform. File conversion services are available for a fee.

Specific Agreement Questions

What is the typical timeline for finalizing an agreement?
The process can take as little as two weeks, depending on the specifics of the arrangement. An additional 2-3 weeks are needed to upload content and prepare it for sale and marketing.

What is the term of the distribution agreement?
The distribution agreement spans 3 years, with the option for either party to terminate with 90 days' notice. It is non-exclusive, allowing publishers to distribute content on other platforms as well.

What are the key points addressed in the agreement?
Royalties: Publishers earn a royalty rate of 60% of net receipts, paid quarterly.
Exclusivity and Duration: Agreements are non-exclusive and in effect for 3 years, with the option for termination by either party with 90 days' notice.
Content Pricing: Pricing is based on the publisher's retail prices, with industry-standard discounts applied. Negotiations are possible with individual institutions and library consortia.

Mercury Learning and Information

Mercury Learning and Information provides content in the areas of science and health, technology and computing, engineering, and mathematics (STEM disciplines) designed for the professional/reference, trade, library, higher education, career school, and online training markets.

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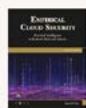Oswald Campesato
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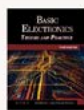
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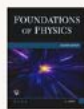Theory and Practice
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DESCRIPTION   TABLE OF CONTENTS   AUTHORS   COMPANION FILES

Designed for both the student and hobbyist, this updated revision is an introduction to the theory and practice of electronics including advances in microcontrollers, sensors, and wireless communication. Each chapter contains a brief lab to demonstrate the topic under discussion, then moves on to use all of the knowledge mastered to build a programmable robot. New material on using Raspberry Pi and Python has been included. The companion files include short videos of the labs, soldering skills, and code samples for programming the robot. Covering both the theory and also its practical applications, this text leads the reader through the basic scientific concepts underlying electronics, building basic circuits, learning the roles of the components, the application of digital theory, and the possibilities for innovation by combining sensors, motors, and microcontrollers. It includes appendices on mathematics for electronics, a timeline of electronics innovation, careers in electronics, and a glossary.

KEYWORDS

electricity, currents, circuits, switches, resistors, capacitors, diodes, transistors, soldering, digital theory, motors, microcontrollers, Arduino, Netduino, Raspberry Pi, cybersecurity

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