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# VERY SHORT INTRODUCTIONS

AUTHOR INFORMATION

[www.veryshortintroductions.com](http://www.veryshortintroductions.com)

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## LETTER FROM THE PUBLISHER:



We are delighted to be bringing the *Very Short Introductions* (VSIs) series online, and to be joining this seam of lively and engaging content up with the rest of our online product portfolio.

What each VSI does so well is help bring a new subject to life for students, or simply for those with a passion for knowledge. On its own, every book in the series offers a clear and concise way into the reader's topic of choice from an expert in the field. But taken together, and integrated with other Oxford content, they represent a series of practical stepping stones, bridging the gap between reference entries and the deeper scholarly coverage of a subject,

and making sure that whatever a reader is looking for, they can find it with ease. Each title – indeed each individual chapter – can now be found immediately alongside dictionary and biographical entries, scholarly monographs and journal articles, plugging the VSIs into online research journeys in a different way and bringing a new level of flexibility to their use.

Putting the VSIs online has given us the opportunity to build on our many years of experience in designing and bringing to market flagship products which reimagine book content for the digital environment in an innovative way. Being online also allows us to take content into places our print books sometimes fail to reach, for political, economic, and other reasons, and puts us closer to our customers and markets than ever before, allowing us to look at changing patterns of use and tailor both content and functionality in response to shifts in research and learning habits.

The ubiquity of mobile devices means that students and readers expect to be able to access content wherever they happen to be, and our readers and reviewers often tell us that they love the VSIs because they can have one in their pocket at all times. By putting them online, we're making it possible for our readers to have all of them in their pockets at all times.

We would like to take this opportunity to thank you for allowing us to include your work on the site. As the series continues to go from strength to strength, in every format, we are excited to introduce new authors and readers to this essential resource.

We are very keen to get your feedback on *Very Short Introductions* online, and are hoping that the new features, along with ideas in this packet, will provide some opportunities for you to further promote your own work within it. Please don't hesitate to get in touch with the marketing team if you would like to share your thoughts and views.

Sincerely,

Sophie Goldsworthy  
Editorial Director for Academic and Trade

## OVER 350 VSIs NOW AVAILABLE ONLINE

***Very Short Introductions (VSIs) online is an easily discoverable and highly accessible platform for educational institutions, allowing students, academics, and librarians to use VSIs as a learning resource.***

The product provides access to hundreds of titles across a range of subject areas, with institutions being able to purchase subject sections of the series, such as Politics, History, or Physics.

Each VSI is fully searchable, allowing multiple students to read assigned chapters, or whole books, cross-referencing from one title to another, and extracting references and quotations as required. The print series will continue to deliver quality titles and interesting books for all readers.

### **The benefits to users include:**

- Remote access to hundreds of titles from anywhere and at any time
- Comprehensive interlinking with other Oxford University Press online resources to support and enhance journeys from introductory material to advanced content
- Static Digital Object Identifiers (DOIs), great for reading lists, ensuring students can return to each title again and again, year after year
- Share chapters, titles, abstracts, and search results with students and colleagues using integrated e-mail and social bookmarking tools
- Sophisticated search and browse functions and intelligent linking allows users to find the most relevant content quickly and easily
- Users can make notes and highlight quotations, and then save along with favourite books and chapters to access in future sessions
- Regular updating with the newest VSIs

### **Claim your 3 months' free access:**

As a VSI author we would like to offer you 3 months' free online access. If you have not yet taken advantage of this offer, please email us at [vsiseries.uk@oup.com](mailto:vsiseries.uk@oup.com) with the name of your subject area, title, and your institution (if applicable), and we will arrange for your author subscription to commence.

## VISIBILITY AND READERSHIP

Five simple steps to increase the visibility and readership of your work at your institution

### 1. Tell your friends and colleagues

You can find lots of sharing tools by navigating to your title's page. From here you can e-mail your friends and colleagues, or share via social media. Even if the recipient's institution does not subscribe, they can still view the abstract for free, and they will be given the opportunity to recommend the resource to their librarian.

### 2. Linking

There are lots of different options available to circulate the link to your book online. Perhaps try one of the following to spread the word:

- Link from your university webpage to your title online, or include a link to your title from your personal webpage or blog
- If you are an active blogger within your academic community, why not post a comment and link to your title?
- Is your title relevant to a scholarly topic on Wikipedia? Why not add it to the Bibliography for that article?

### 3. Share your work on your social networks

If you belong to social or professional online networks such as LinkedIn, Facebook, Tumblr, or Twitter, add the link for your online title to your profile.

### 4. Write an article or blog post

We know many of you have contributed blog posts on the OUPblog. We will now encourage you to blog about your thoughts on why it is important for your title to be a part of this new online resource, for example how this helps you reach a wider audience, or how such platforms are important for learning and research.

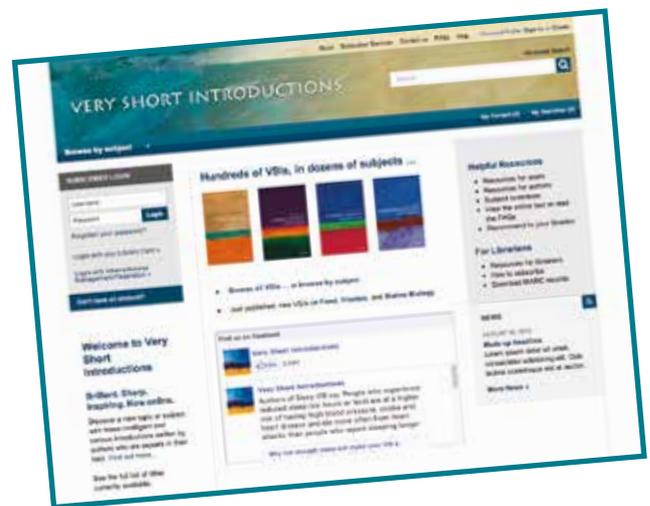
For those of you who have already contributed a VSI blog post, this will be linked through from:

[www.veryshortintroductions.com](http://www.veryshortintroductions.com)

### 5. Recommend to your librarian

Tell your library how this resource will help students and staff at your institution by completing our online form at:

[www.oup.com/library-recommend](http://www.oup.com/library-recommend)



# stay in touch

## CONTACT INFORMATION

We hope you will stay involved with the project. We are very interested to hear your feedback, and are open to your ideas for improving the VSI online resource.

Contact us at [vsiseries.uk@oup.com](mailto:vsiseries.uk@oup.com)

Keep up-to-date with all the latest developments of this new online resource, including new functionality and the latest content, by subscribing to our RSS feed:

[www.veryshortintroductions.com/applib/newsrss](http://www.veryshortintroductions.com/applib/newsrss)



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