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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Title page; Contents; Acknowledgements; Introduction; Who is this book for?; What is negotiation?; Why negotiate?; The aim of this book; Complementary skills; Chapter 1 Preparation; What are the organization's needs?; A new subscription; Renewing a subscription; Understanding a product and how the organization intends to use it; Tender requirements; Agents; Quotes from the publisher; Budgetary issues; MFP (Most Favoured Position), WAP (Walk Away Position) and BATNA (Best Alternative to a Negotiated Agreement); Summary; References; Chapter 2 The contract; The aims of the contract The contract as a key part of the preparation process Who should read the contract?; Key sections of the contract; Standard contracts; Summary; References; Chapter 3 Negotiation; The method of communication; Bi-party, consortium and multi-party negotiations; The publisher and their products; The relationship between publisher and purchaser; Being assertive; Negotiating the price; The language of negotiation; Dealing with emotions; E-mail communications; Meetings; Internal negotiations; Areas for negotiation other than price; David and Goliath - coping with the powerful What if they refuse to negotiate? Summary; References; Chapter 4 Staff development and communicating negotiation outcome; Staff development; Statistics; Disseminating the results of negotiations;

Recording the outcome of the negotiation; Summary; Reference;
Chapter 5 Conclusion; Reference; References and further reading;
Books; Websites; Appendix 1 Frequently asked questions; Appendix 2
Negotiation timeline; Contract length; Cancellation terms; Human
resources; Other renewals; Budgetary data; Busy times of the year; Nice
to do; Appendix 3 Personal negotiation experience
Successful arguments or tactics
Unsuccessful arguments or tactics;
Index

Sommario/riassunto

A practical guide on how to get the best deal for online subscriptions.
The processes outlined in this book can be applied to a range of
electronic products, ranging from e-journals to multi-modular
databases. This text guides you through the stages of negotiation, and
offers advice on the skills and techniques of negotiation.
