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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

With the increasing availability of digital resources, it is vital for those involved in purchasing them to get to grips with the complexities of contracts, costs and the relationships that exist between subscriber and publisher. "Negotiating Licences for Digital Resources" is a practical guide on how to get the best deal for online subscriptions. The processes outlined in this book can be applied to a wide range of electronic products, ranging from e-journals to multi-modular databases. There are practical tips and guidance on what to focus on during the course of the negotiation and, most importantly, what preparation is needed to ensure that you gather the necessary amount of information to achieve the best outcome. The text guides you logically through the stages of negotiation, from initial awareness of your organization's needs to making the contract more understandable, and offers advice on the skills and techniques of negotiation, whether in written or face-to-face scenarios. This book can act as a reference tool for experienced negotiators, or as a primer for those who have never before been involved in the process. It is essential reading for information professionals, knowledge managers, online resource buyers and procurement officers across all sectors, and will also be of interest to publishers, e-journal agents and vendors of online resources.
