



Book Performance Report

2016

May 2017

Dear Jeffrey S. Kargel,

This report will provide you with an overview of how your eBook performed on SpringerLink in 2016. We would also like to give you an update on key initiatives, such as our close collaboration with ORCID, the launch of *Springer Nature SharedIt*, and *SciGraph*.

Last year we introduced you to *Bookmetrix*, a platform that offers you more transparency about the impact your book makes in the scientific community. It tracks the current usage data as well as the number of citations, social media mentions, book reviews, and Mendeley readers. In late 2016 we added a reporting service: you can now request and download a brief Bookmetrix report for your book whenever you like. Other Bookmetrix users who are impressed by your book's performance data can purchase your eBook with the click of a button.

To give you an easy overview, you will now also find the current Bookmetrix data on your [personal MySpringer account](#).

For now, take a look at the following pages to find consolidated data for the past calendar year.

Best wishes,

Your Springer Marketing team



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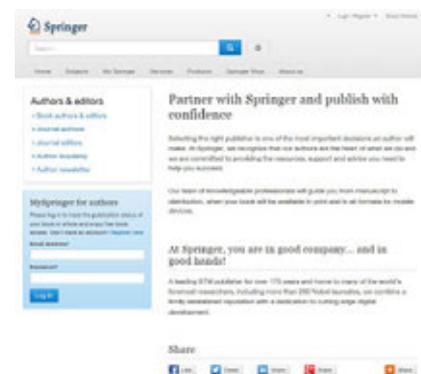
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Recent initiatives

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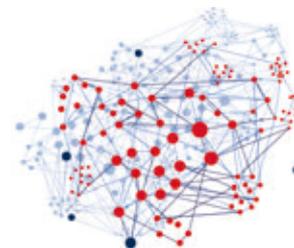


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Springer Nature Storytellers: A science communication initiative

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