

Discover **WILEY**

From Publishing to Knowledge & Digital Solutions

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Associate Director, Taiwan





John Wiley & Sons, Inc.

a global provider of knowledge and knowledge-enabled services that improve outcomes in research, professional practice, and education



WILEY



A Remarkable History

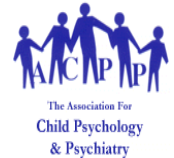
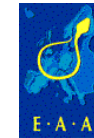
- Founded in 1807
- Wiley family involved for seven generations
- Early days -Wiley published works of *Hans Christian Andersen, Victor Hugo, Charles Dickens, Elizabeth Barrett Browning* amongst many other famous poets and literary writers
- Abandoned literary interests in the mid 1800s to pursue knowledge publishing, a focus that has continued through today's digital age
- Authors include >460 Nobel laureates
- World's largest Society Publisher >800 societies

Nobel Prize Winners



Out of 850 Nobel Laureates,
more than 460 have published with Wiley

World's Largest Society Publisher



800 societies globally partner with Wiley to publish their journals



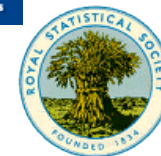
British Ecological Society



AMERICAN ANTHROPOLOGICAL ASSOCIATION



American Neurological Association

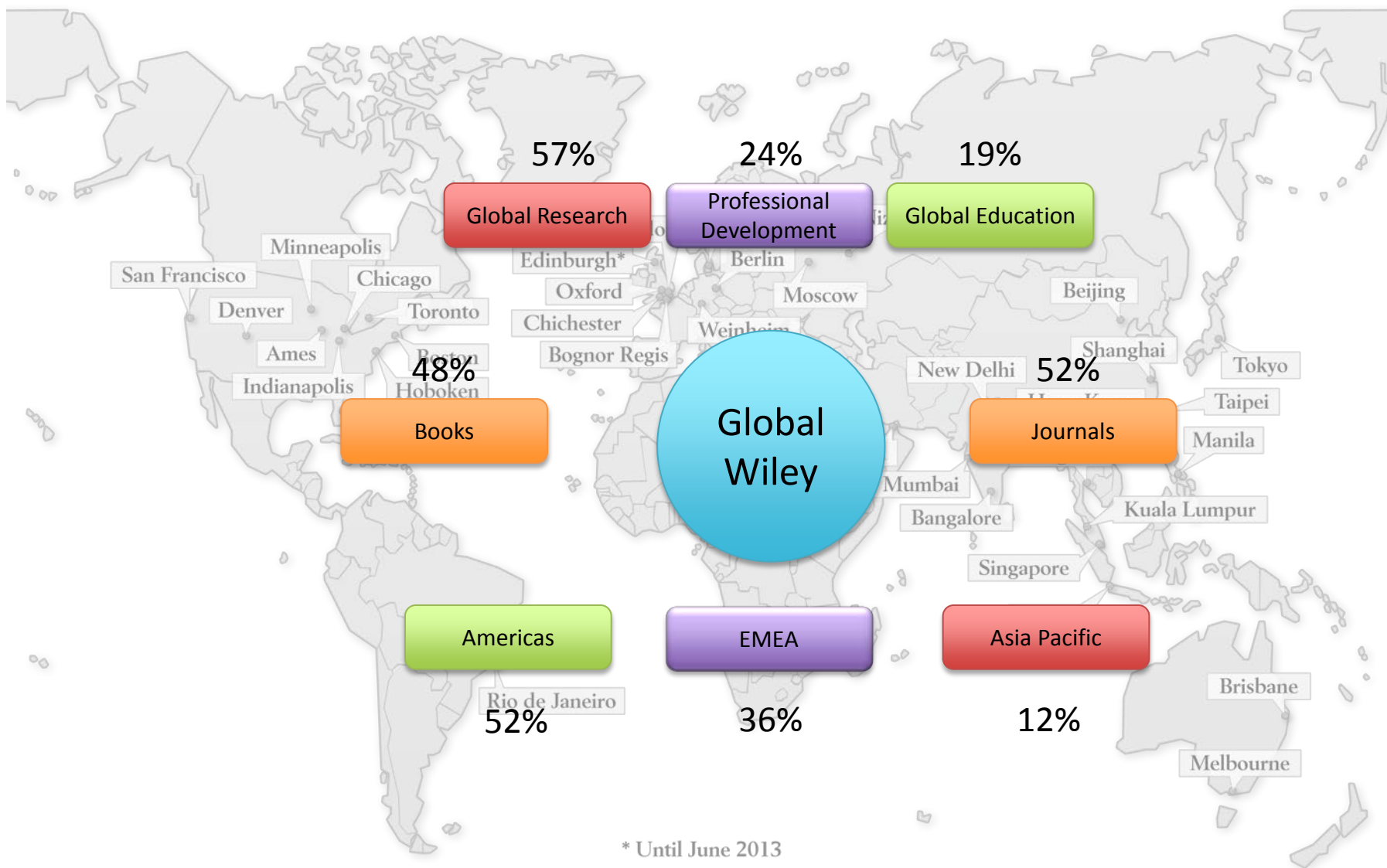




John Wiley & Sons, Inc.

- Serves *professionals, scientists, educators, students, lifelong learners, and consumers* worldwide.
- Unique collection of businesses:
 - **Global Research**
 - **Professional Development**
 - **Global Education**
- 5,200 employees
- Global headquarters: Hoboken, NJ
- Global operations: *USA, UK, Europe, Asia, Australia, Canada, South America, Middle East*

Business Revenue Contributions

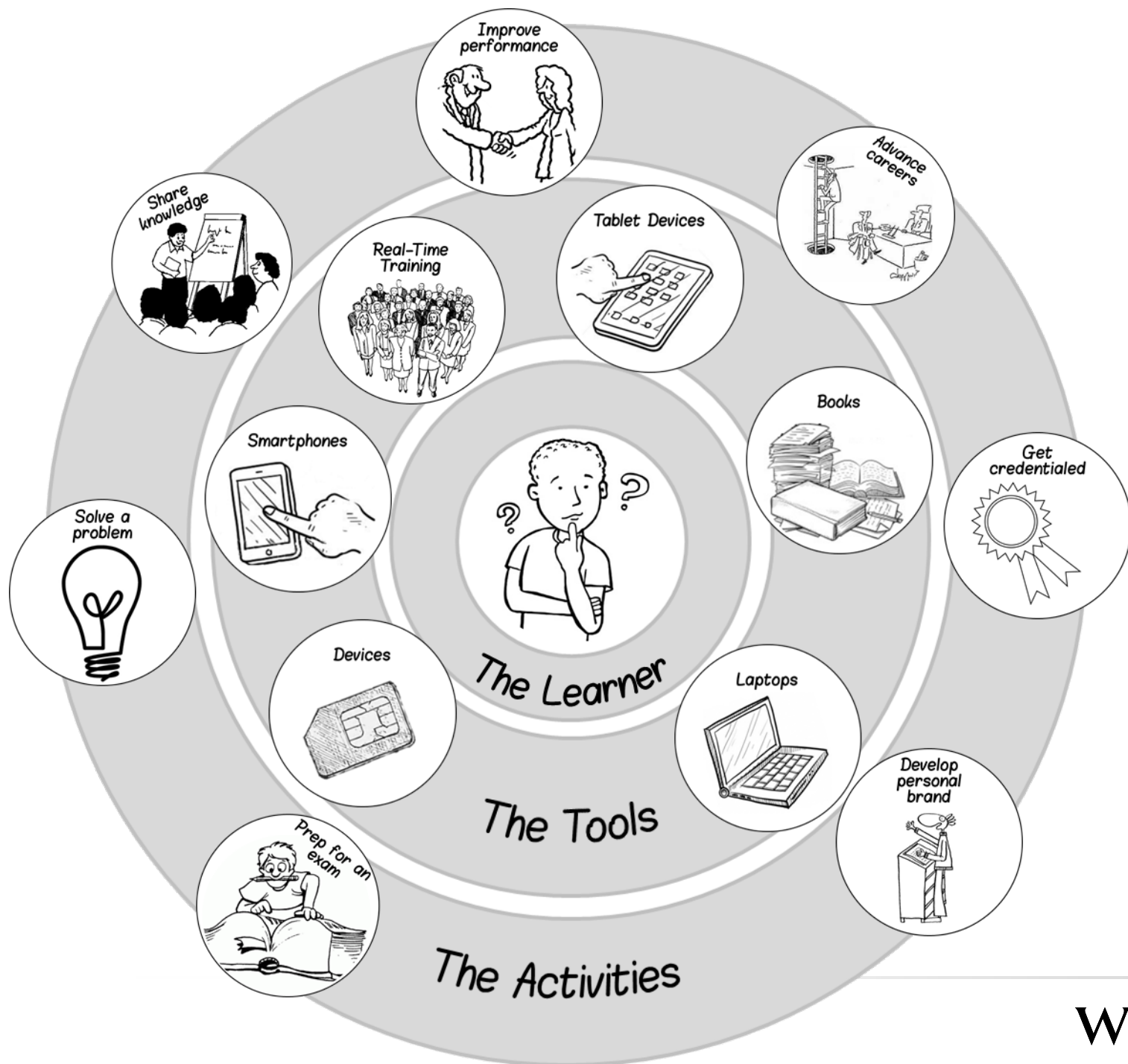


Locations



Environment

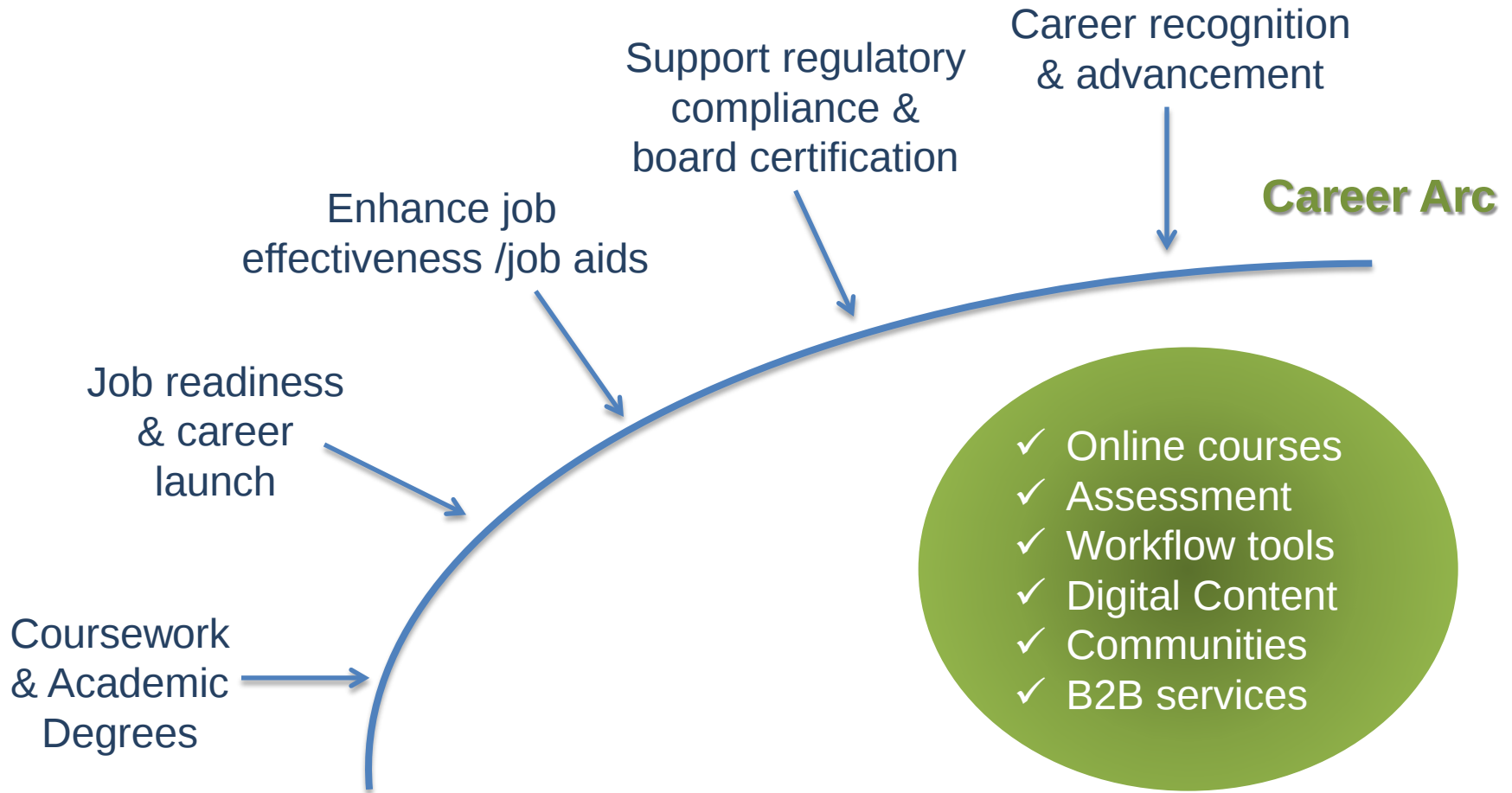
- Transition to knowledge-based economies
- Increased worldwide investment in Education, R&D, & Professional Development
- Transition to digital content & services
- Explosive information growth
- Economic Uncertainty



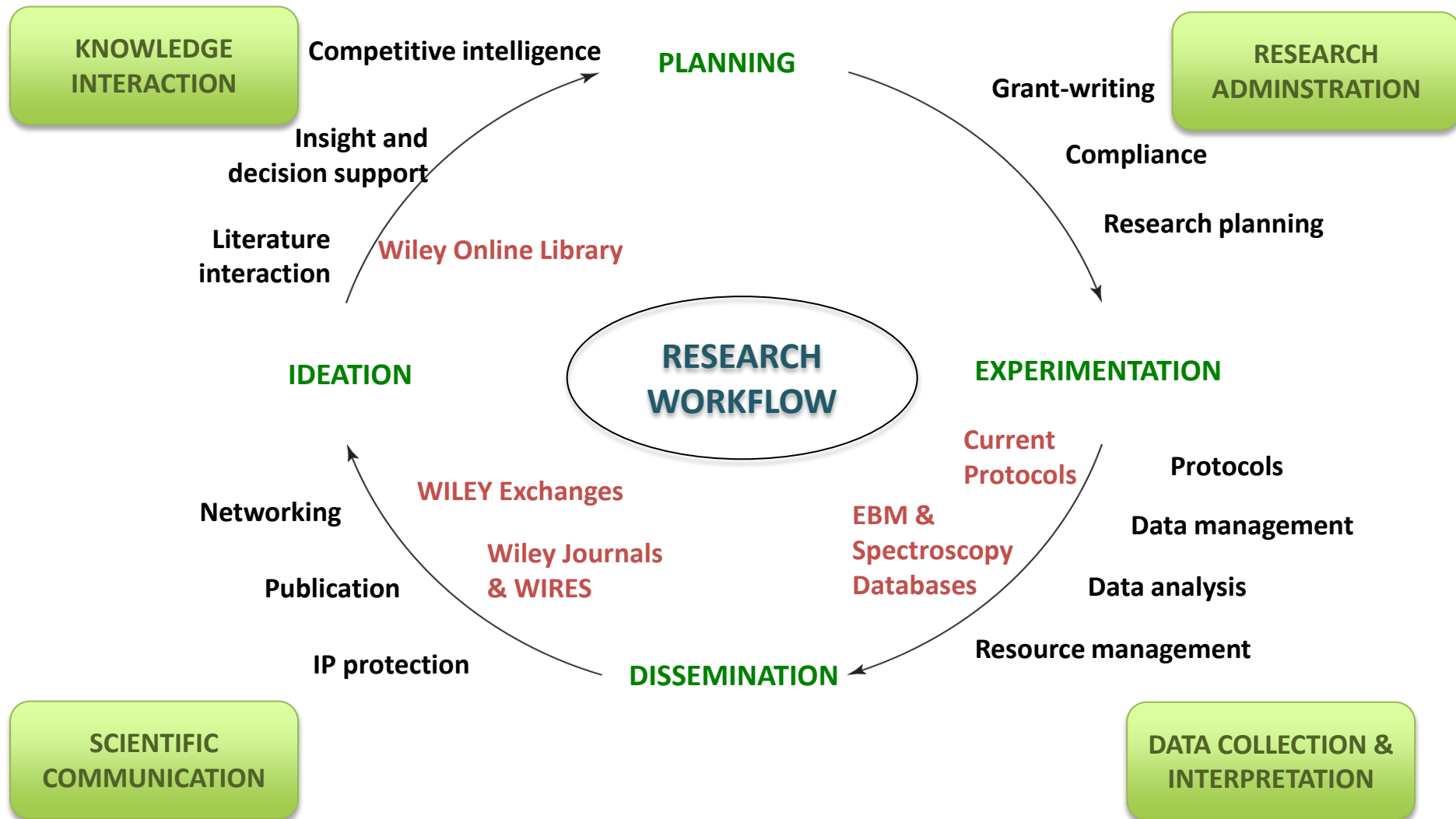
Content Enabled-Services



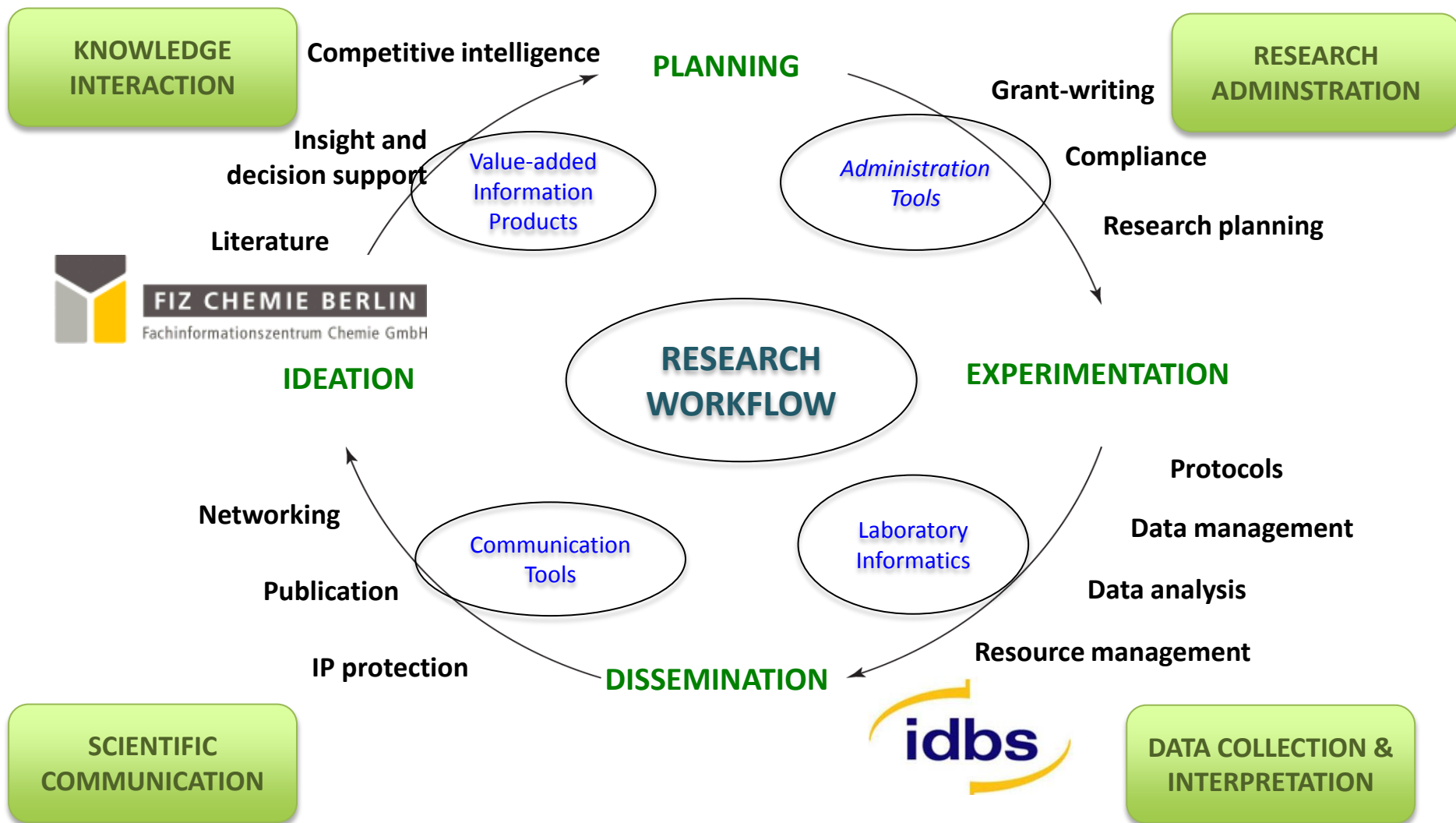
Wiley Customer Lifecycle



Research Life Cycle Space



Adapt to the Changing Researcher Workflow



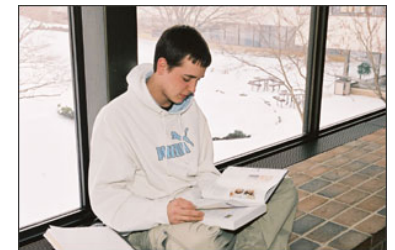
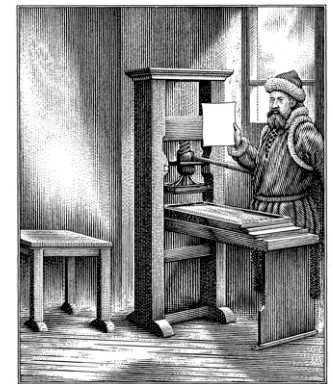
Global Education

Wiley Empowers Teaching and Learning
Offering quality, variety, and value to serve all learners



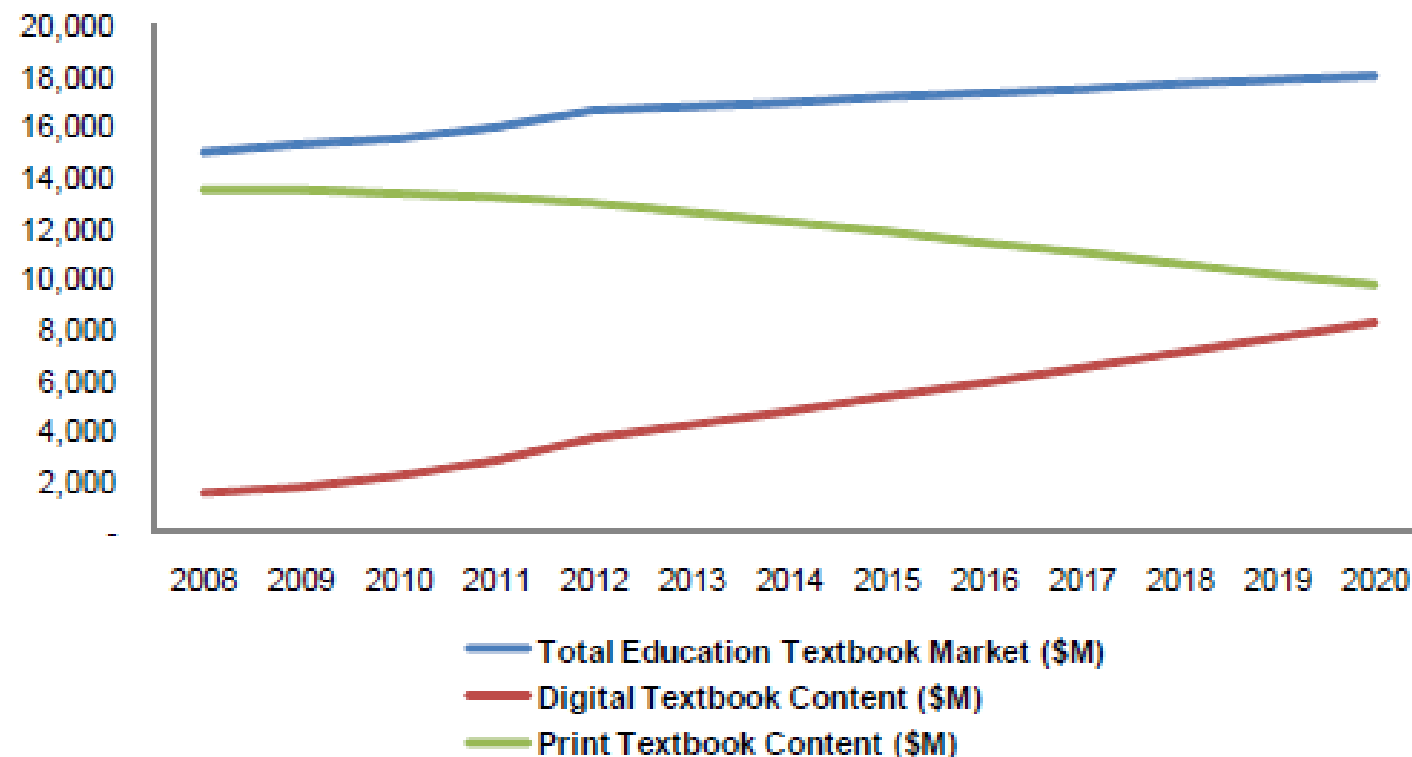
Print to Digital

- Historically Education has been largely based on print
- 21st Century move to digital delivery of learning materials
- Online Courses – **WileyPLUS**
- Digital textbooks – Wiley eTextbooks: Powered by Vital Source
- Custom Output – **Wiley Custom Select**



Digital Transformation

Figure 5. Print and Digital Textbook Market, 2008-2020



Source: Outsell Analysis
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Digital Content Models

WileyPLUS

Wiley eTextbooks

Wiley Custom Select

WileyPLUS



Wiley Custom Select



- Online Learning Platform for University students
- Each WileyPLUS course is based on a leading Wiley textbook, *PLUS contains*
 - Additional teaching & admin resources for instructors
 - Ability to set homework and mark it automatically
 - Additional interactive learning materials for students – videos, animations, self-test quiz etc
- Designed for instructor-led blended learning environments
 - Classroom-based teaching or remote-learning



Gives you the confidence to go digital by integrating all course materials within your Blackboard Learn™ environment



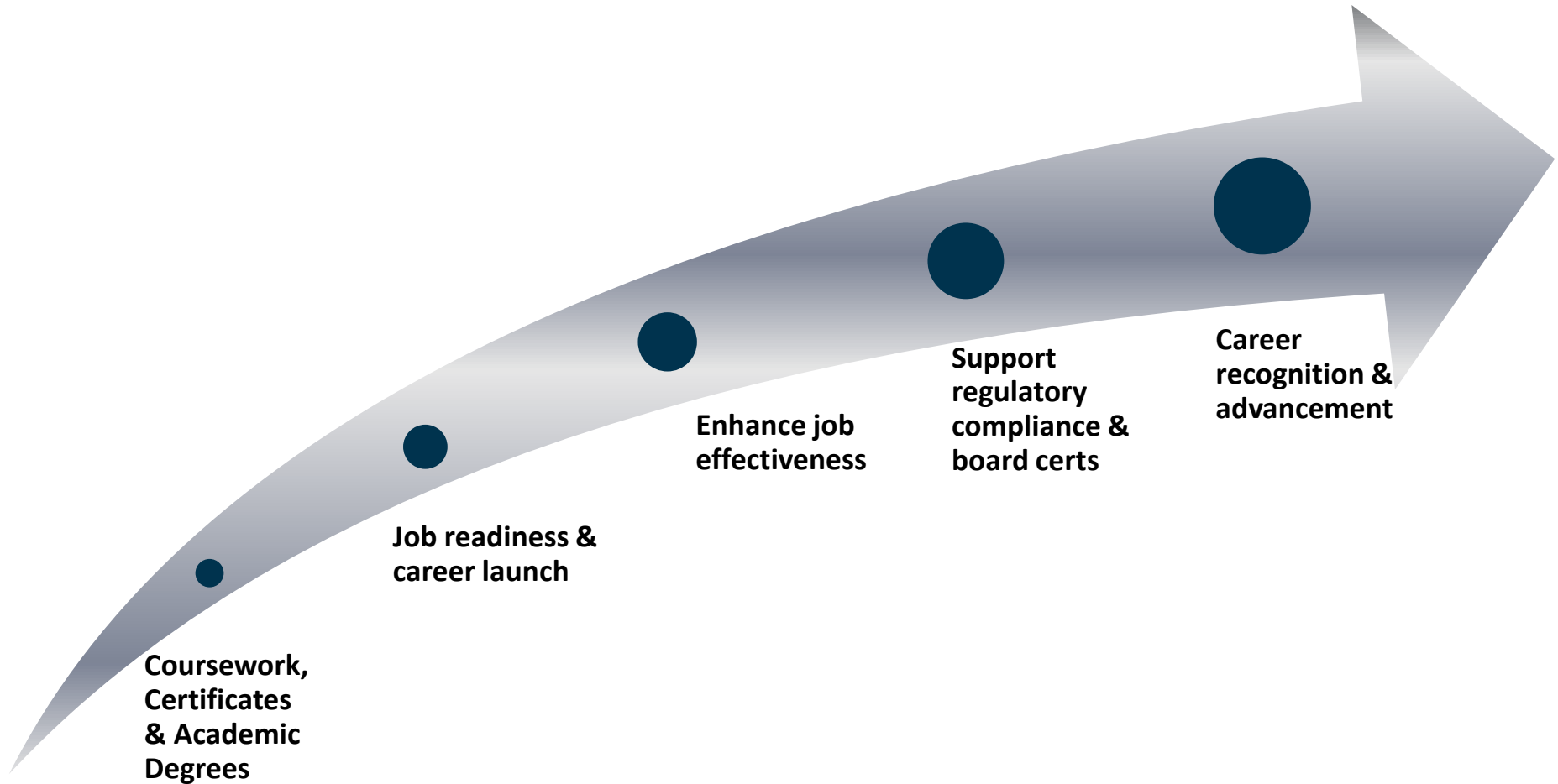
Professional Development

Wiley Enhances Careers

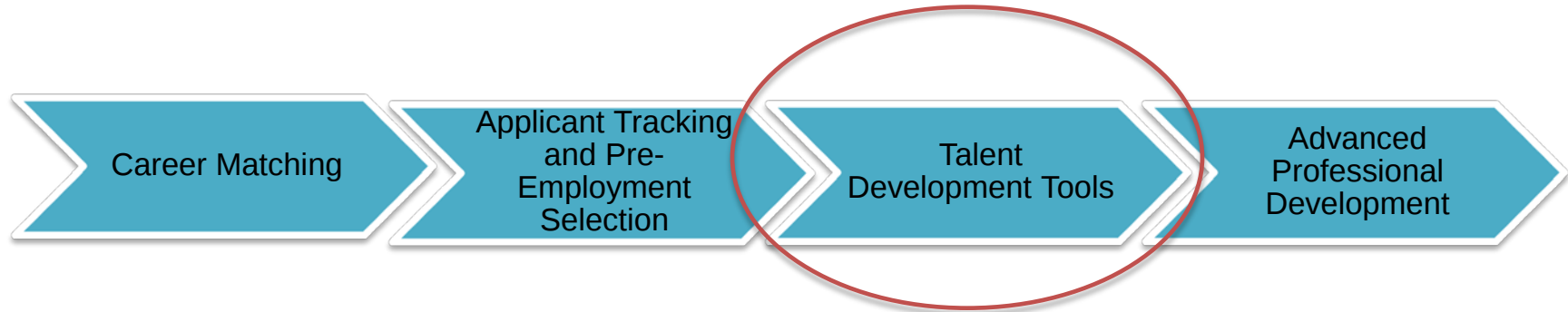
Fostering business and professional development



The Career Lifecycle of a Professional



Talent Management Value Chain

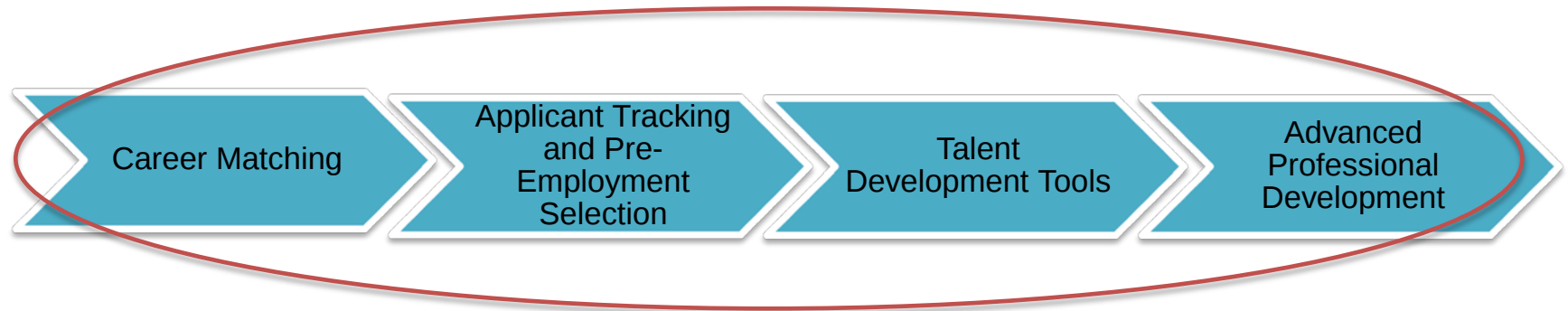


Authorized Partner
EVERYTHING
A Wiley Brand 

- Combination of Pfeiffer and Inscape products and services
- New brand identity
- Product development leverages Wiley assets



Talent Management Solutions – The Vision



- Digital information services business with interlocking talent management applications
- Trusted tools for Human Resource; Learning and Development professionals
- From HIRE to RETIRE

WILEY

**Coming together as
One WILEY**

Robert Long
Vice President & Director of Sales- Asia





Wiley and NCHU

- Wiley is the second most cited publisher in total citing reference, as 12% of reference in NCHU papers is from Wiley content.
- Wiley是引用次數第二高的出版社, 由中興大學作者出版的文獻中有12%都有引用Wiley的文獻。
-
- 2) 68% of NCHU paper has citing at least 1 content from Wiley, and 53% of paper has more than 2 references from Wiley.
- 68% 中興大學作者出版的文獻至少有引用一篇Wiley出版的文獻內容, 約有一半以上的文獻引用兩篇以上Wiley出版的文獻。
-
- 3) 7% of paper has been heavily using Wiley content as more than 10 Wiley reference.
- 7% 由中興大學作者出版的文獻引用超過十篇以上Wiley出版的文獻。



Taiwan Research Output



—節錄重點如下：

—發表文章數量排名來看，中興大學為全臺灣第**11**名。

—以投稿的論文數量來說也佔了全部的文章數的**3%**左右。

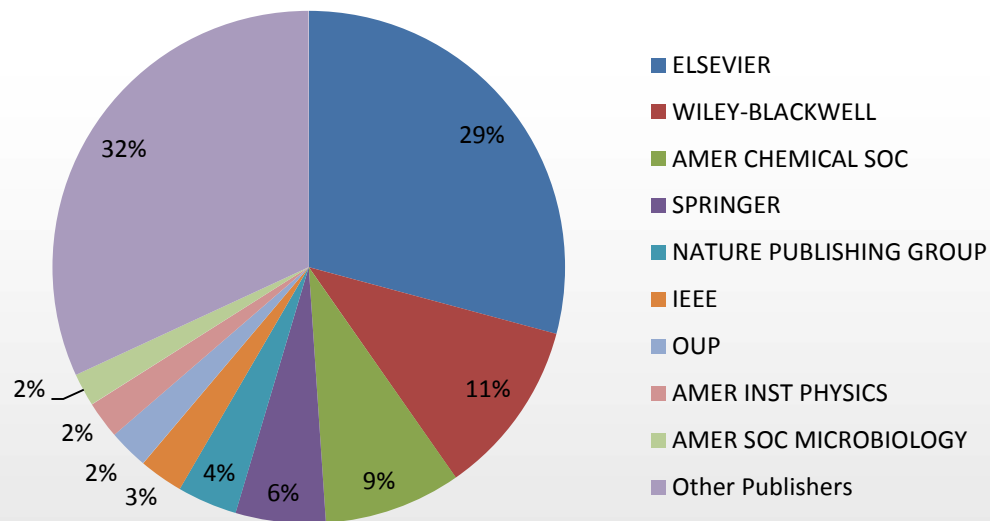
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—以文章作者數量排名來看，中興大學為全臺灣第**12**名。

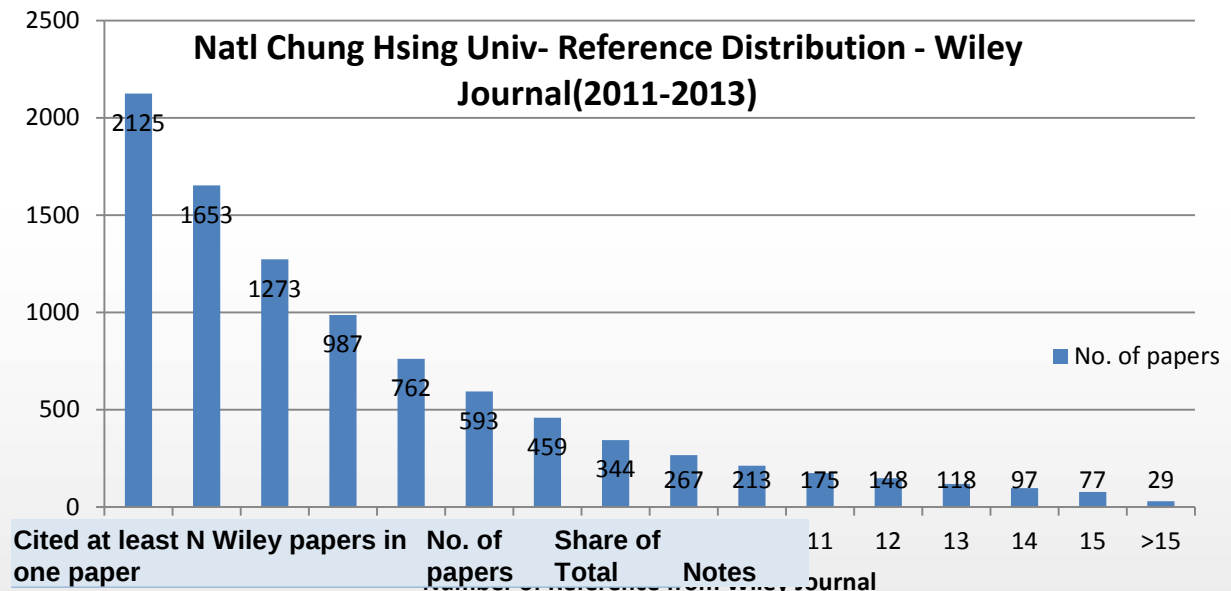
—以投稿作者數量來說也佔了全部的作者數的**9.5%**左右。



Natl Chung Hsing Univ- Total Reference by Publisher - ISI WoS Indexed Journal -(2011-2013)



Top 5 Publishers for NCHU(NCHU發表文章最 多的出版商)	2011		2012		2013		Total Publications	Total Citation ns
	Publica tions	Total Citation ns	Publica tions	Total Citation ns	Publica tions	Total Citation ns		
ELSEVIER	420	1694	280	477	256	50	956	2221
WILEY-BLACKWELL	117	384	94	142	82	32	293	558
SPRINGER	96	170	79	144	90	11	265	325
AMER CHEMICAL SOC	62	351	46	137	17	1	125	489
IEEE	61	232	22	23	31	4	114	259
Total Publications for NCHU	1327	5647	970	1410	836	161	3133	7218
WILEY Share of Total	8.8%	6.8%	9.7%	10.1%	9.8%	19.9%	9.4%	7.7%



Cited at least N Wiley papers in one paper	No. of papers	Share of Total	Notes
1	2125	68%	有68%的文章至少引用了1篇WILEY的内容
2	1653	53%	有53%的文章至少引用了2篇WILEY的内容
3	1273	41%	
4	987	32%	
5	762	24%	



—Thank you
—Questions?