

Kudos Publisher Case Study

Kudos partner since:	2014
Publishing formats:	Journals, books, reference works
Publishing areas:	Scientific, medical, technical and scholarly research; professional practice; and higher education.
An interview with:	Graham Woodward Associate Marketing Director



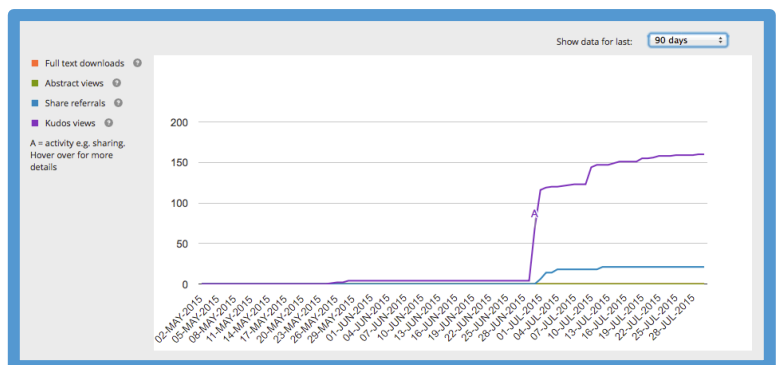
What were your goals in partnering with Kudos?

We first learned about Kudos shortly after undertaking a review of our customer groups, as a result of which we had a renewed focus on our author relationships. The Kudos team were talking exactly the same language as us; we wanted to expand our services for authors, get closer to them, support them in trying a range of new communications tools, and Kudos provides a simple service to do exactly that. So, it was a simple decision to partner with Kudos!

“ a simple decision to partner with Kudos ”

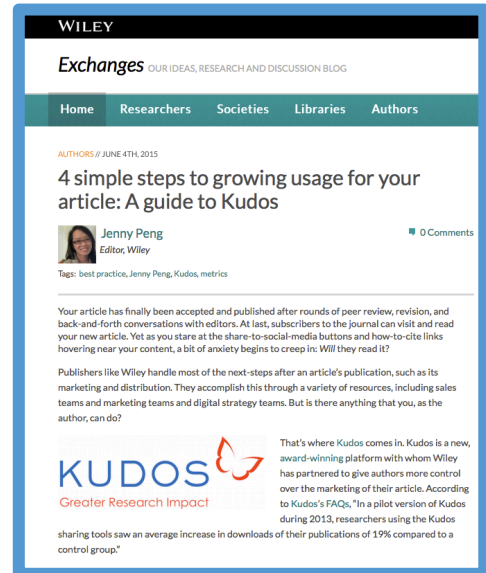
What challenges does Kudos help to address?

Kudos is a considerable complement to our own activities. It's a neat solution for encouraging authors to use their own networks, tracking what they do, and seeing the effect of that. It's incredibly valuable for us to be able to provide authors with such a toolkit, and to potentially identify highly engaged authors and articles receiving high levels of activity – we get to see that very quickly and can then step in with our own activities, and loop that intelligence back to our editorial board. Longer term, we'll be able to work more with those authors who are active – see what characterizes them and tie that into our wider analysis of market types.



How did you introduce authors to Kudos?

We have emailed authors, communicated via our editorial board meetings, and mentioned Kudos in newsletters and blog postings (see <http://bit.ly/wiley-exchanges-kudos>). We've posted adverts on Wiley Online Library, and used these to experiment with different messages, testing the responsiveness of different sectors and refining our messaging accordingly. We also include two or three slides about Kudos at our events, ranging from journal board meetings to institutional workshops and subject-specific conferences, and the Kudos team created a Wiley co-branded version of their introductory video, which we use as a rolling demo at exhibitions.



How easy has it been to implement Kudos?

The Kudos workflows and data requirements are not complex. In particular, using the Kudos email service has been very easy. The level of registration among our authors has met our expectations and Kudos has developments in the pipeline that will further improve our sign-up and engagement rates. The publisher reports give us a good indication of who's engaging, and we're looking forward to the new dashboard, which will make it easier to compare the effect of using Kudos for different publications. We provide quarterly reports to our publishing team about which journals or subject areas are seeing the most activity.

What value does Kudos offer to you and your authors?

Feedback from our editorial boards is that authors greatly value the ability to share information about their work in a way that isn't being offered elsewhere – for example, linking related documents, videos and other resources that explain the context for their work. Kudos is a complement to our own platform and activities, and supports our ability to increase the reach and impact of authors' work.



Beach Plant Biogeomorphology - Dance Your PhD

This contemporary dance illustrates the process of how plants build dunes on California's beaches.





Diagram: Model of California Foredune Biogeomorphology

This illustrates the main point of this article - how the plants build the dunes. It shows which team contributes at what time and what the end-product is of each interaction.



Programs to accompany Cross-over Trials in Clinical Research

Computer programs in SAS, GenStat and S-Plus for analysing cross-over trials

To learn more, contact:

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