

Your open access book is out there... now what? Maximizing the potential for open access books.

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When asked about the reasons for publishing their books open access, authors point towards greater visibility as one of the main factors influencing their decision. They expect their OA books to be read, shared and cited more than the ones they publish in traditional closed models.

Yet what is it that makes a book visible? What drives re-use? Is publishing a book open access enough? In this presentation we will examine the workflow of an open access book post-publication, looking at how publishers can maximize the open access potential for academic books, and what services they can offer to authors to fulfill the OA promise of wider outreach and impact.

How can publishers' platforms most effectively increase the visibility of OA books? How should metadata for OA books be prepared in order to boost discoverability? What abstracting and indexing services should one use and how can publishers optimise SEO for open content? Finally, do OA books require a different marketing approach from traditional books?

Springer Nature has been a pioneer in the field of OA books, and now has a portfolio of more than 350 titles. In this presentation we share our insights from five years of publishing open access books: looking at the post-publication life of OA books from diverse angles, we consider innovative ways of creating, rather than expecting, increased visibility and re-use of open book content.