

WILEY

CAPES, Brasilia, October 29, 2014



Message from Peter Booth Wiley



“For more than 200 years, Wiley has been enabling knowledge communities to disseminate information .”

“As the world’s leading society publisher working with 1,200 societies and research organizations and publishing 1,700 journals, we offer a uniquely collaborative approach to publishing.”

“We offer a wealth of in-house expertise to help partners shape their Open Access strategy and manage the transition from national to international publishing.”

Your Expert Team

Deborah Dixon

VP & Global Publishing Director,
Health Sciences



Hegel Braga

Director, Business & Market
Development, & Country
Manager Brazil



Alex Winter

Commercial
Support Manager



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VP, Director of Sales &
Business Development



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VP, Content
Management, Research



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Operations & Author Product
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VP International
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VP & Director, Open
Access



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VP Digital Product
Management

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Wiley & CAPES: A Joint Vision for Brazil



**A programme of the best
journals in Brazil**

**Published on one of the
most accessed platforms in
science**

**Support for Editors and
Training**

**Raising impact through
increased global
dissemination and marketing**

Raising quality

Who are our Customers?



McMaster

HARVARD
UNIVERSITY

er
best

ETH
Eidgenössische
Swiss Federal I



NUS
National University
of Singapore



을 대학교
NATIONAL UNIVERSITY

world's most
IS



University of
Oxford



S HOPK



UNIVERSITY
CAMBRIDGE
Yale



清华大学
Tsinghua University



جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology



WILEY

Who go on to work at places like this

Where they use **Wiley Online Library**

Where they continue to **publish**

Where they continue to grow in their **careers**



The World's Largest Society Publisher



Wiley: Home of Quality Publishing



78%

of top-cited researchers are Wiley authors

94%

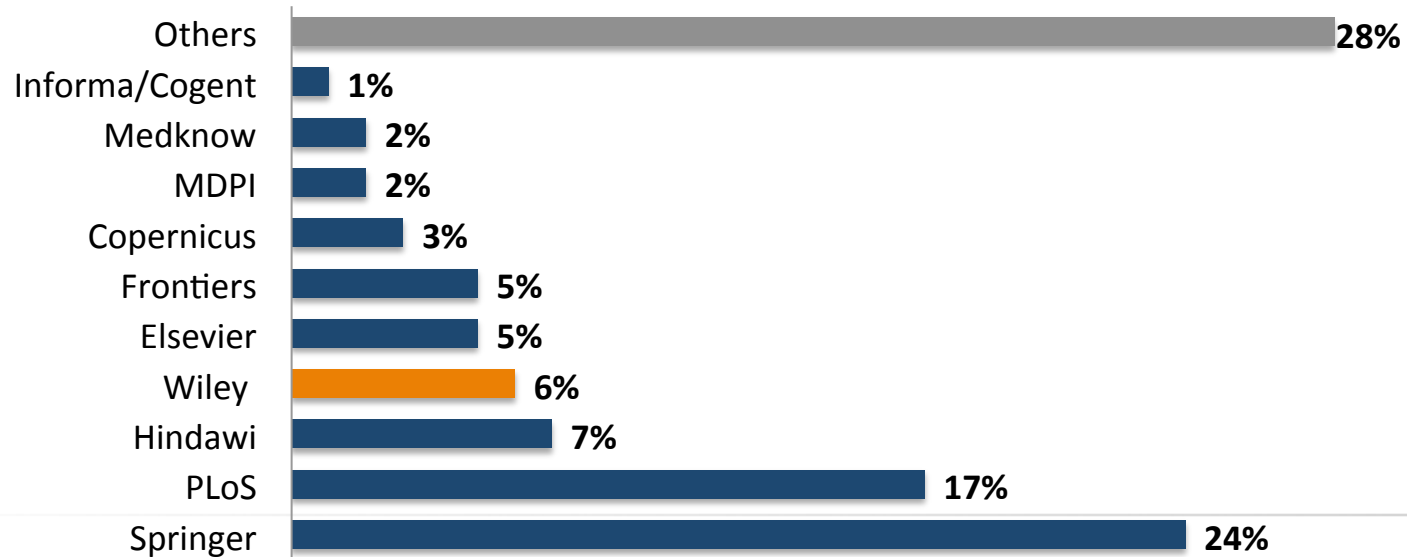
of top-cited researchers in clinical medicine are Wiley authors

50%

(450) of all Nobel prize winners who ever lived are Wiley authors

Source: The World's Most Influential Scientific Minds 2014,
Thomson Reuters Web of Science

Open Access



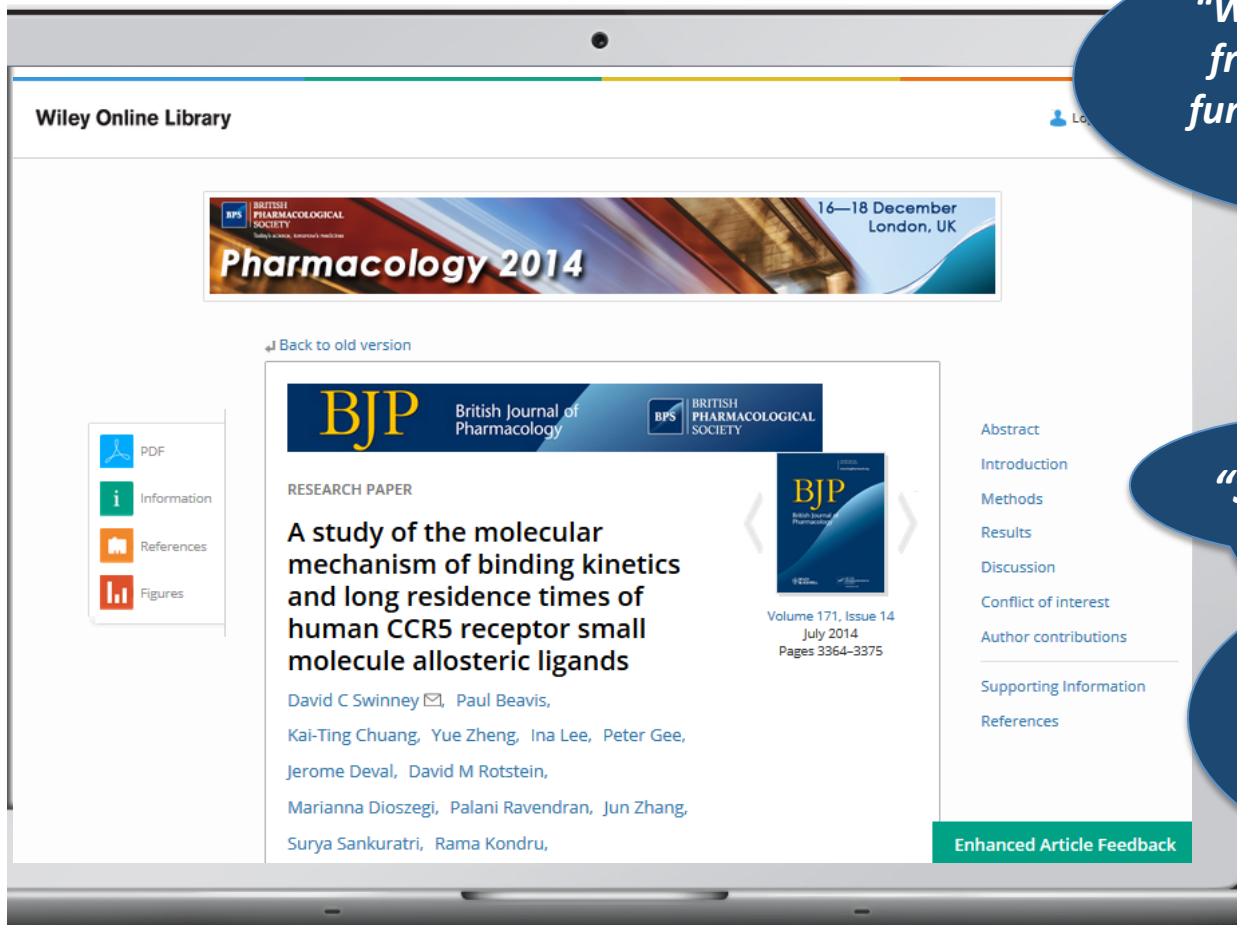
Digital Strategy for Brazilian Journals

- CAPES selection of 100 journals, free to readers on Wiley Online Library via desktops and mobile devices
- Second most accessed platform
- Cutting edge article display, including Altmetrics and ReadCube
- Home pages for journals and hub or cluster/ landing pages of choice for CAPES



Wiley Online Library

Anywhere Article



"What a great format! So user friendly & easy to use! Great functionality. The bar has been lifted to new heights!"

"Wow! This is pretty cool. And it really does look nice on my phone"

"Stunning!"

"This is really great. Super readable, side bar references, and clean charts. It actually makes me want my work to be published by Wiley."

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WILEY

Journal App Service

New Features in Development

Exciting new features scheduled to be rolled out over the next 12 months include:

Android Version

- Smartphone & Tablet

Society / Non-Journal Content

- Content feeds (i.e.: blogs, news)
- Upcoming events
- Announcements

Other Features

- Sponsored subscriptions
- Content filtering
- Improved search, including backlist



A Seamless Publishing Experience



"...this note is simply to let you know how much I appreciate the great care and attention given to our manuscript from the initial proof-reading through the checking proofs. I have been most impressed by the quality of the work..."

...Wiley stands head and shoulders above the competition."

*Patrick Doreian, Professor emeritus,
Department of Sociology, USA*

A Seamless Publishing Experience

Wiley will provide a full Publishing Service:

- Typeset and format all articles in html and PDF, add DOIs and send content to third parties (e.g. Medline, ISI)
- Regular reports for all journals on article usage, citations, and other important metrics
- Licensing and payment processing for articles with APCs, and send to appropriate public repositories (e.g. PubMed Central) as required
- **Publishing Strategy would be led by our Publishing Director for Health and Biomedical Sciences**



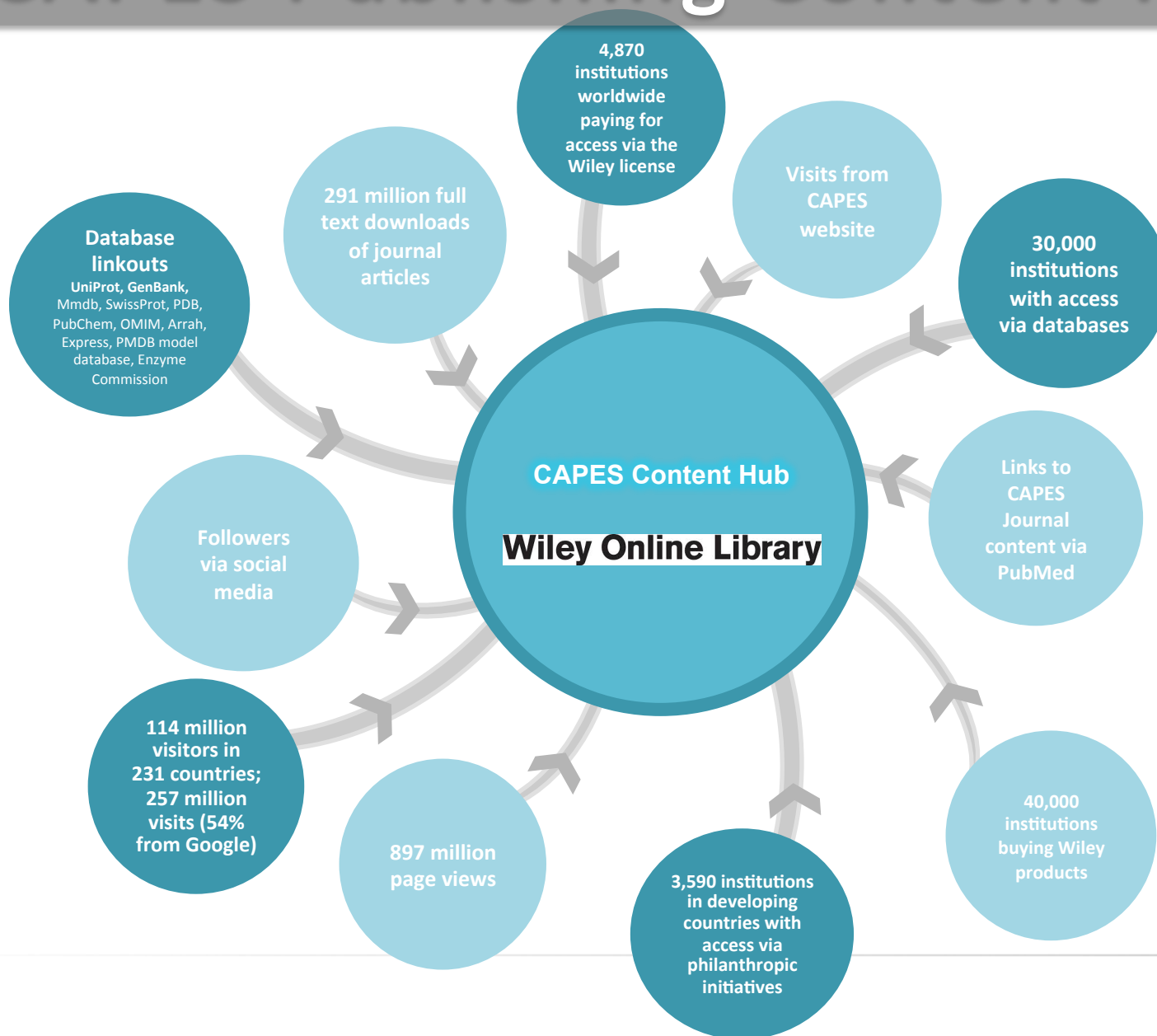
A Seamless Publishing Experience



Wiley will provide full Editorial Services:

- ScholarOne as the electronic editorial office for all journals
- Training for Editors
- Manuscripts submitted directly to Wiley for peer review management, in close collaboration with Journal Editors
- Copyediting and liaison with authors regarding proofs
- Local managerial support for Editors and CAPES staff through dedicated members of staff – eg a Publisher and a Journals Publishing Manager, based in Brazil

CAPES Publishing Content Hub



Global Marketing Strategy

Whether they are:

- Authors
- Editors
- Librarians
- Funders
- Corporations
- Societies

Their specific and different needs and requirements will inform our strategy to enhance and strengthen Brazilian research



Increased Impact for Brazilian Journals



Marketing Services

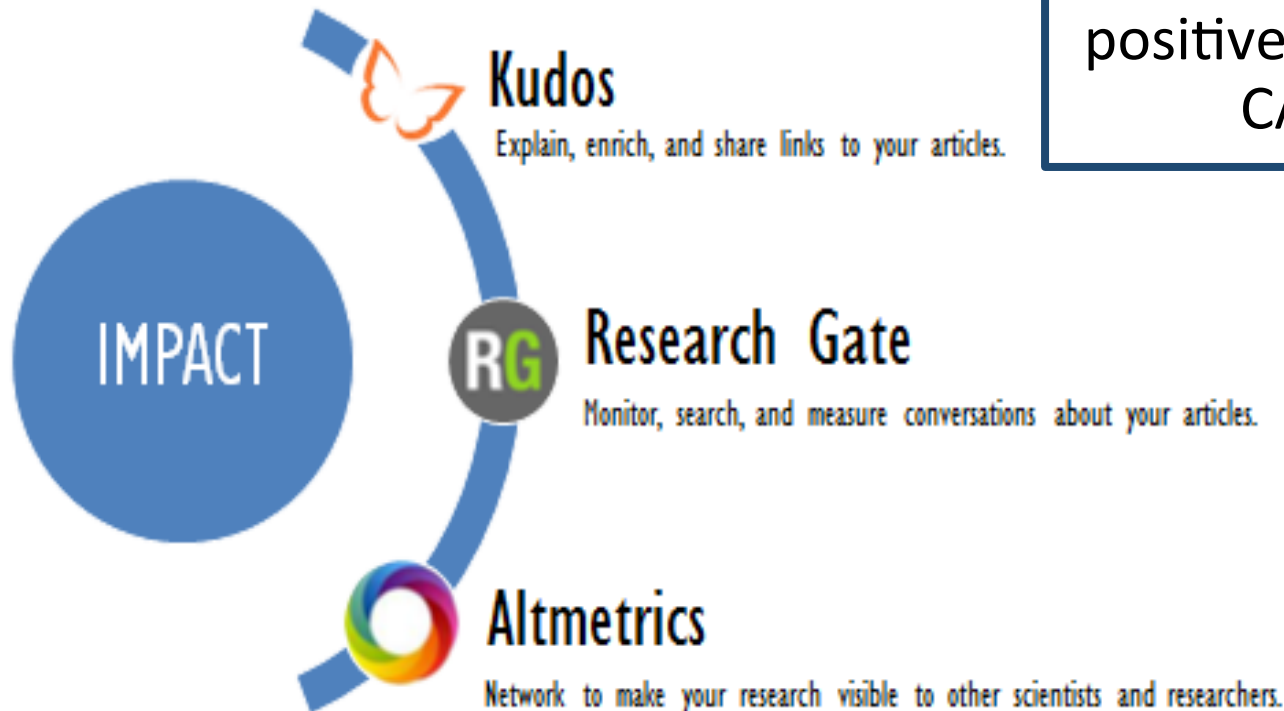
- Provide local marketing through two dedicated local marketing managers and international marketing through our global marketing team for our Global Research Division of around 250 staff
- Provide regular reports to show impact of marketing strategies
- Full customer services support, 24 x 7, dedicated author services team
- Workshops for Brazilian authors
- **Marketing strategy for the journals will be led by our Global Director of Author Marketing**

Increased Impact for Brazilian Authors

Impact Metrics beyond Citations

Empowering authors to optimize their research impact

Our global marketing team will provide **guidance**, **tools** and **services** to develop positive impact metrics for CAPES content



Increased Impact for Brazilian Journals



Discoverability of your product portfolio is vital to:

- Improve access to content
- Increase readership through all channels
- Increase usage, citation and altmetric citation

Our marketing strategy includes much work on search engine optimisation, and content strategy to maximise discoverability by major search engines such as Google

Increased Impact for Brazilian Journals



"I chose to make my article freely available using Wiley's OnlineOpen publication option to share my insights with fellow members of the modelling community. Publishing with OnlineOpen helped my article become one of the most downloaded publications in this journal. I have received many positive comments and parts of the paper have been used for educational purposes. I found Wiley staff very professional and easy to work with throughout the process."

Manoj Choudhary, Owens Corning Science & Technology, Granville, Ohio

Global Marketing Strategy - Tools

We provide tools, resources, checklists, assistance for video creation, and much more to assist researchers

WILEY Explore Wiley ▼ Custom Search Text Search

Author Guides

Home Journal Author Guide Book Author Guide FAQs Author blog

Promotion Preparation

Production Review

Click the compass for resource links by project stage. Or switch homepage views.

Homepage: Text View Compass View

Resources for: just books just journals show all

Welcome!

How can we help you today? This site is in development and contains expert information on the general publishing process, available as a Journal Author Guide, Book Author Guide and Frequently Asked Questions (FAQs)

[More Info >](#)

Wiley Editing Services

There should be no barriers to getting your research published, but manuscripts are often returned for English language and formatting issues. Let Wiley Editing Services provide expert help to ensure your manuscript is ready for submission.

[Learn more >](#)

Latest Author Blog Posts

- Four reasons why the h-index is here to stay
- 12 questions from our early career researchers publishing seminar
- 5 tips for improving your article's Altmetric score

Other Educational Services from Wiley



**Online Learning: Continuing Professional
Development**

Editor, Author, and Reviewer Training

Talent Management

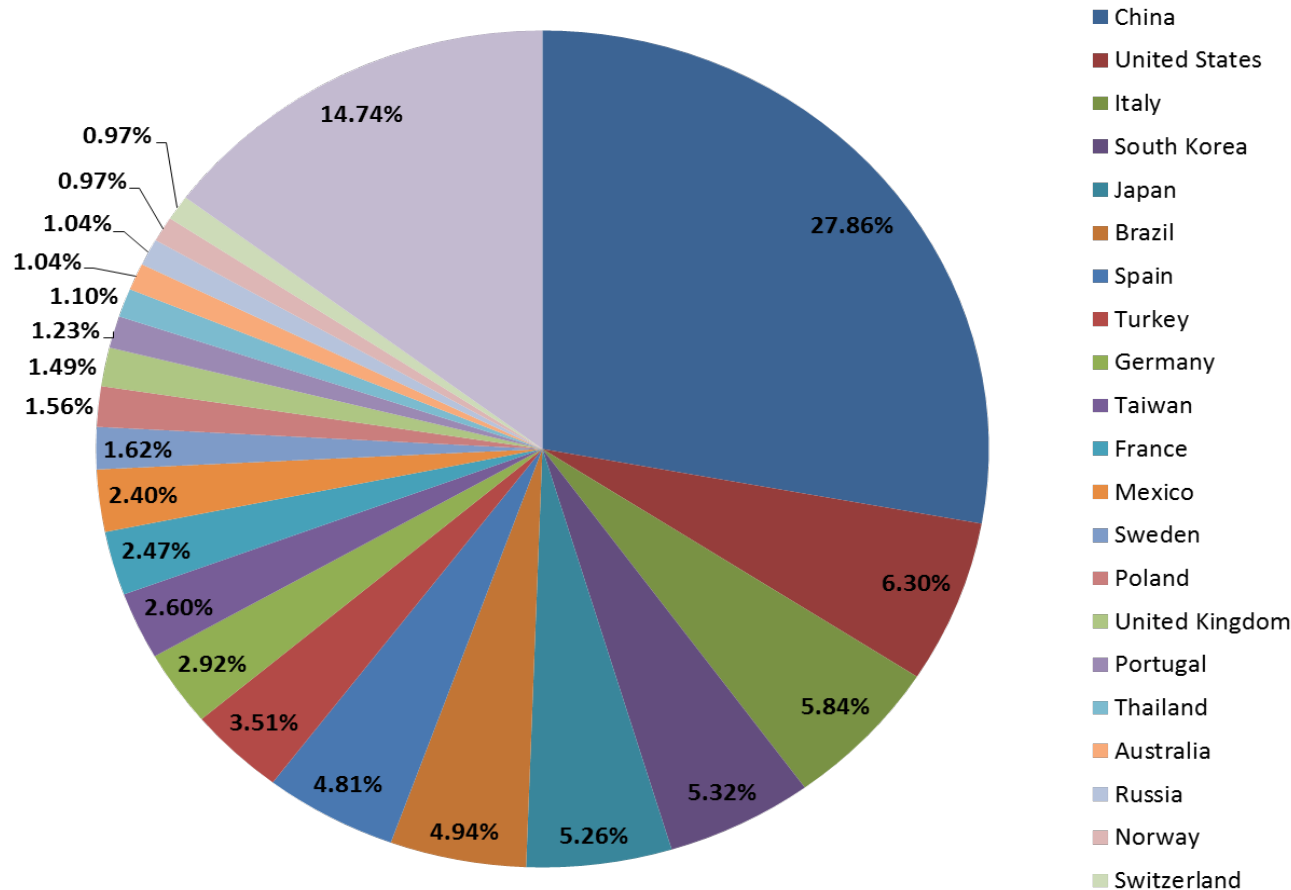
e-Training for Brazilian Editors & Authors

With our e-Learning affiliate **Cross Knowledge do Brasil** we can offer:

- Comprehensive, self-paced, e-training programmes in Portuguese for Brazilian Journal Editors and Authors
- High-quality, scalable solutions to strengthen the impact of Brazilian scholarly output



Wiley Language Editing Services



We are the **only** publisher offering a complete portfolio around editing services

Brazilian authors are consistently among our top ten customers

We would like to...

