

# Yes, I Use Get It Now, Should You?

---



Karen Melanson  
Licensing Consultant



Ben Hogben  
Access Services Manager



Anne Bouvier  
Librarian



Conference 2015 July 30, 2015

# Session Agenda

- Overview of Get It Now
- Get It Now at Ithaca College
- Get It Now at SUNY Buffalo
- Questions

# Overview of Get It Now



**Karen Melanson**

Licensing Consultant

Copyright Clearance Center



## Get It Now

- Provides just-in-time fulfillment of journal content
- Augments an ILL operation
- Developed in cooperation with CSU, SUNY IDS and Elsevier
- Over 17,000 scholarly journals and growing
- Policy-based mediated, unmediated, and hybrid workflows

# Get It Now Workflow - Unmediated

User identifies content

Get It Now option presented

User enters data; reviews/accepts publisher terms & conditions

CCC emails content to requester

- OpenURL link resolver based
- Monthly billing and reporting
- Highly flexible, fast turnaround



# Link Resolvers Supported

ExLibris SFX

SerialsSolutions®



360 Link

**WT.COX**  
Information Services

Journal  
Finder 



**OCLC**®  
(Available Summer 2015)

# Get It Now Workflow - Mediated



- Content can be delivered to ILL librarian or directly to patron via email or Odyssey
- Monthly reporting; payment via invoice or OCLC IFM
- Librarian has more oversight of article purchases, but less flexibility

# ILL Platforms Supported



ILLiad





# Get It Now Benefits



- Publisher aggregation
- 24 x 7 article requests & delivery
- Quick turnaround time
- Tightly integrated within article search workflow
- Quick implementation
- Your best source for articles once you exceed ILL borrowing limitations

# Get It Now Features

Dashboard Home Reports Settings

## QUICK STATS - 01 Jan 2014 to present [Edit data range](#)

### Top Publications

Publication	NO. OF REQUESTS
Aftermarket Business	3
The Oncologist	2
Chest	1
Endocrinology	1
LC-GC	1
Isis	1
The Canadian Journal of Urology	1
ITNOW	1
Bionalysis	1
...	1

### Requests

Total requests:	22
Total cost:	752.00 USD
Average cost:	34.19 USD

Please note that these statistics reflect all requests and do not take into account any unfulfilled or cancelled orders. For more accurate information, simply generate a custom report under the Reports tab.

## CURRENT SPENDING - Days remaining: 27



## WHAT'S NEW

Welcome to CCC's new Get It Now Dashboard!

With the Dashboard you can quickly and easily manage and track what you spend for article purchases through Get It Now. You can also generate real-time usage reports, as well as configure the service on your own based on your preferences. For example, using the Dashboard, you can set a spending limit for articles purchased via Get It Now, and automatically receive notification when you are nearing your limit.

We hope you find the Dashboard both informative and productive, and welcome your feedback. Please send your comments and suggestions to [getitnowsupport@copyright.com](mailto:getitnowsupport@copyright.com), and be sure to periodically check this section for announcements on new features, enhancements, and publishers.

## ACCOUNT BASICS

Billing Contact: [danielledonahue@stateuniversity.edu](mailto:danielledonahue@stateuniversity.edu)

Registered ILL Librarians: [timbow@stateuniversity.edu](mailto:timbow@stateuniversity.edu)

Registered IP Ranges:  
123.4567.89  
0.0.0.0/255.255.255.255

Need to update this info? [Contact customer support](#)

### Institution: Fresno State Univer

Order Date	Fulfillment	Order
5/1/2012 2:54	5/1/2012 2:53	50
5/1/2012 16:21	5/1/2012 16:54	50
5/2/2012 14:52	5/2/2012 15:17	50
5/2/2012 17:57	5/2/2012 18:01	50
5/3/2012 3:53	5/3/2012 3:53	50
5/5/2012 13:46	5/5/2012 13:56	50
5/5/2012 15:55	5/5/2012 16:17	50
5/5/2012 15:57	5/5/2012 16:25	50
5/5/2012 22:32	5/5/2012 23:30	50
5/5/2012 22:33	5/5/2012 23:34	50
5/6/2012 11:20	5/6/2012 13:07	50
5/6/2012 0:43	5/6/2012 1:26	50
5/6/2012 15:53	5/6/2012 16:37	50
5/6/2012 16:16	5/6/2012 16:57	50
5/6/2012 16:38	5/6/2012 16:53	50
5/6/2012 20:05	5/6/2012 20:52	50
5/6/2012 20:10	5/6/2012 20:57	50
5/6/2012 21:52	5/6/2012 21:56	50
5/7/2012 1:03	5/7/2012 1:15	50
5/7/2012 1:04	5/7/2012 1:19	50
5/7/2012 15:12	5/7/2012 16:33	50
5/7/2012 15:15	5/7/2012 16:36	50
5/7/2012 11:51	5/7/2012 12:38	50
5/11/2012 11:21	5/11/2012 11:34	50
5/12/2012 10:53	5/12/2012 11:24	50
5/15/2012 1:15	5/15/2012 1:25	50
5/15/2012 15:27	5/15/2012 16:06	50
5/15/2012 12:20	5/15/2012 12:58	50

Sub Total for : Fresno State Univer

Author	Account	Publis
i, Flavia	3000186227	ELS
G W	3000186227	ELS
E	3000186227	ELS
lu?oc, I	3000186227	ELS
G L	3000186227	ELS
Lorrene D	3000186227	ELS
n, Dana E	3000186227	ELS
J A	3000186227	ELS
J A	3000186227	ELS
M	3000186227	wiley
V, Y	3000186227	ELS
BW	3000186227	ELS
J, D	3000186227	ELS
is, K	3000186227	ELS
L	3000186227	ELS
Barbara	3000186227	ELS
3000186227	3000186227	ELS
n, K	3000186227	ELS
n, K	3000186227	ELS
3000186227	3000186227	ELS
Emms	3000186227	ELS
Carolyn	3000186227	ELS
S A	3000186227	ELS
tenniz L	3000186227	ELS
B, P A	3000186227	ELS
H J	3000186227	ELS
William J	3000186227	ELS

# Get It Now Resources

- Product info sheet
- Publisher price list
- Participating institution list
- Dashboard user guide
- Journal title list
- Case studies
- [www.copyright.com/getitnow](http://www.copyright.com/getitnow)

The screenshot shows the Copyright Clearance Center (CCC) website's 'Get It Now' dashboard. At the top, there is a navigation bar with links for 'Welcome', 'Log in', 'Cart', 'Manage Account', 'Help', and 'Live Help'. Below this is a main navigation menu with categories: 'CONTENT WORKFLOW SOLUTIONS', 'GET PERMISSION', 'PRODUCTS & SOLUTIONS', 'EDUCATION', and 'ABOUT US'. The current page is 'Get It Now', as indicated by the breadcrumb 'Home > Products and Solutions > Get It Now'. A search bar is located at the top right of the page content, with the text 'Get Permission / Find Title' and a 'Go' button. On the left side, there is a vertical sidebar menu with various service categories: 'Products & Solutions', 'Pay-Per-Use Services', 'Education', 'Business Licensing Services', 'Government Licensing Service', 'Academic Licensing Services', 'RightsLink', 'RightsLink for Open Access', 'Republication Service', 'Get It Now', 'Pubget', and 'RightsCentral'. The main content area features a video player with a play button and a '2:21' duration. Below the video, there is a section titled 'Get It Now' with a description: 'Get It Now from Copyright Clearance Center (CCC) complements your interlibrary loan (ILL) services by providing library patrons with the immediate fulfillment of full-text articles from unsubscribed journals -- 24 hours a day, 7 days a week -- through a, cost-effective, and easy-to-use application integrated into your ILL workflow and/or OpenURL link resolver.' This is followed by a list of benefits under the heading 'By Implementing Get It Now you:'. The benefits are: 1. 'Deliver timely access to content' - Get It Now delivers high-quality, full-text, color PDFs of unsubscribed journal content to patrons. 2. 'Increase operational efficiencies' - Traditional ILL borrowing often results in unnecessary expense and wasted effort when articles arrive long after patrons need them. Get It Now satisfies the time-sensitive needs of patrons, helps your library staff save time and money, and adds greater value to your institution's library services. 3. 'Streamline your ordering and invoicing process' - Instead of requiring patrons to navigate between multiple publisher websites, each with different access, payment and invoice methods, Get It Now fulfills content requests through a single centralized service. Pay for article purchases using your OCLC IFM account. Monthly or semimonthly invoicing is available. 4. 'Control how the service is accessed' - Get It Now can be configured in two ways: A mediated option which lets you keep access to Get It Now behind the library desk; and deliver PDFs via Odysee, or the unmediated option which lets you make the service available to patrons on your library's website. Built-in safeguards ensure orders adhere to budget and library policies. Below the benefits, there is a section titled 'Use Get It Now with the Annual Copyright License' which states: 'If you have an Annual Copyright License from CCC, you have the rights to share articles obtained through Get It Now with students, faculty and staff across your institution in coursepacks, e-reserves, course management system postings, institution emails and more.' A link 'Learn more about the Annual Copyright License' is provided. At the bottom of the main content area, there is a 'Learn more' section with the text: 'Have questions about Get It Now? Click Here, or call us at +1.978.750.8400, option 3.' On the right side of the dashboard, there is a 'Get It Now Dashboard' section with a 'LOG IN' button. Below this, there is a list of featured articles or news items, each with a small icon and a title, such as 'Murray State University Gives Get It Now High Marks', 'The Fighting Irish Defeat ILL Borrowing Issues Using Get It Now', and 'East Tennessee State University Goes from Saying "No" to ILL Requests to Saying "Yes" with Get It Now'. At the bottom right, there is a section titled 'High-value content from leading publishers' which states: 'The following publishers are participating in Get It Now providing access to content from over 9,000 leading journals in academia.' A link 'See the list of publishers.' is provided.

# Get It Now and the PT Grad Student Program



**Ben Hogben**

Access Services Manager

Ithaca College



# The Ithaca College PT Program



- Previously located in Rochester, NY, with access to the Miner library databases at the University of Rochester Medical Center.
- The program moved to Ithaca in summer 2014. It was necessary to deliver the same or comparable access to scholarly medical journals.
- **Get It Now** helps to meet that need.

# Step 1

Most Visited Main Page - IntraWiki Sakai (Courseware) <https://twitter.com/> Google Translate Google Scholar Library Homepage Em... Staples Advantage Login Newly Certified MBTI...

ATLAS SYSTEMS Spaces ▾ Browse ▾


Search		Project	
<a href="#">CCC GetItNow Service</a>	2.3	IDS Project and Atlas Systems, Inc.	The CCC GetItNow Service addon performs a price lookup and allows ordering an article using the CCC GetItNow Service.

Download and Install the Add-on from <https://prometheus.atlas-sys.com/display/ILLiadAddons/ILLiad+Addons+Directory>



# Step 2

Name	CCC GetItNow Service
Author	IDS Project/Atlas Systems, Inc.
Version	2.1
Active	<input checked="" type="radio"/> Yes <input type="radio"/> No
Description	Performs a price lookup of the article using the CCC GetItNow Service.

Setting Name	Value	Type	Description
Institute	Ithaca	string	College ID/Name
OrderSource	Ithaca	string	OrderSource for the CCC's GetItNow Service
CCCSendDirectlyto...	<input type="checkbox"/>	bool...	Send the article to the user directly through email. If not checked, the article will be sent to the ILL email account for processing through Odyssey.
ILLEmail	bhogben@ithaca.edu	string	Email Address for ILL Staff.
BillToEmail	bhogben@ithaca.edu	string	Email address to receive Get It Now invoices.
BillToIFM	<input checked="" type="checkbox"/>	bool...	Uses OCLC IFM for payment of Get It Now requests.
IFMSpendingLimit	60.00 	string	The maximum amount allowed for an IFM Get It Now request
UseOdyssey	<input checked="" type="checkbox"/>	bool...	Check if you prefer to receive articles by Odyssey. Your Odyssey address will be imported automatically. (Uncheck to receive by Email.)
DebugEnabled	<input type="checkbox"/>	bool...	Specifies whether additional debug logging should be written to the ILLiad log file.
GetItNowURL	https://getitnow.copyright...	string	The GetItNow Base URL

- Do you use IFM?
- What is your max cost?
- Do you want your service to be mediated or unmediated?
- Specify the e-mail for billing and delivery notification

# Apply Routing Rules if Needed

- **Get It Now** becomes part of the search process:
  - Google scholar
  - IDS Libraries
  - Library consortia
  - Get It Now
- Routing Rule to Filter all Physical Therapy Grad Student Requests

RuleNo	1
RuleActive	Yes
ProcessType	Borrowing
TransactionStatus	Awaiting Copyright Clearance
MatchString	t.RequestType = 'Article' and u.Department = 'Physical Therapy' and u.Status = 'Graduate'
NewProcessType	Borrowing
NewTransactionStatus	Awaiting PT Request Processing
RuleDescription	Borrowing

# Get It Now Sends Articles Directly Through Odyssey

6/29/2015 6:19 AM	Request Sent	sshank
6/29/2015 8:33 AM	Odyssey Document Received	Odyssey
6/29/2015 8:33 AM	Awaiting Odyssey Processing	Odyssey
6/29/2015 8:55 AM	In Electronic Delivery Processing	sshank
6/29/2015 8:56 AM	Odyssey Document Received	Odyssey
6/29/2015 8:56 AM	Delivered to Web	Odyssey

- No Staff Interaction Needed

Symbol	<input type="text" value="GETIT"/>
Library Blocked	<input type="checkbox"/>
Library Name	<input type="text" value="Odyssey Sender"/>
Phone	<input type="text"/>
Odyssey Address	<input type="text"/>
Trusted Sender?	<input checked="" type="checkbox"/>

System 199090 - Borrowing Request

Borrowing Processing Printing Copyright OCLC

Cancel Request Request Sent Route Route To Document Add Flag Remove Flag Cloning Policies Directory Billing View Send E-Mail Pending Updates Import into Resubmission

History Detail OCLC Z39.50 PubMed/Docline OCLC AE **Get It Now Search** Serials Solutions Search Google Scholar Search

**General Request Information**

Transaction Number: 199090 Article Loan  
 Username: [redacted] Wanted By: [redacted]  
 Transaction Date: 6/11/2015 1:38 AM Not Wanted After: 07/02/2015  
 Delivery Method: Hold for Pickup Site: [redacted]  
 Service Level: Regular Shipping Options: [redacted]  
 Billing Account: (11259) Inactive - Inactive Doc Type: Article

**OCLC Information**

ILL Number: [redacted]  
 OCLC Number: [redacted]  
 Lending String: [redacted]  
 Lender: [redacted] ...  
 System ID: OCLC [redacted]  
 OCLC Status: [redacted]

Article Info Loan Info Collections Local Holdings Imported Request User Copyright Invoice Addit

Journal Title: Southern medical journal (Birmingham, Ala.)  
 Volume/Issue: 87 5  
 Month/Year/Pages: [redacted] 1994 -eoa  
 Article Author: Dishman, R K  
 Article Title: Motivating older adults to exercise  
 Original Journal Title: [redacted]  
 Item Author/Publisher: [redacted]  
 Item Place/Edition: [redacted]

Accept Alternate Edition  
 Accept Non English  
 Allow Copies?  
 Copyright Already Paid?  
 Allow Renewals?  
 Library Use Only?  
 Replacement Pages?  
 Priority Shipping  
 Ariel

**Item Information**


Call Number: [redacted]  
 Location: [redacted]  
 Due Date: [redacted]  
 Reason For Cancellation: [redacted]  
 Item Num/Ref Num: [redacted]  
 ISxN: 00384348  
 Special Instructions: [redacted]  
 Max Cost/Pieces: [redacted]

**Citation Information**

Cited In: Entrez:PubMed  
 Title: [redacted]  
 Date: [redacted]  
 Volume/Pages: [redacted]

Date	Note	Type	Added By

The screenshot shows a web interface for document delivery. At the top, there's a navigation bar with options like 'Document Delivery Processing', 'Printing', 'OCLC', and 'Get It Now Citation'. Below this is a toolbar with buttons: 'Back', 'Forward', 'Stop', 'Refresh', 'Initiate IFM Payment' (circled in orange), 'Approve IFM Payment', 'Retry IFM Payment', 'Get It Now Search', and 'Manual Action'. The main content area is titled 'IFM Billing' and shows the status 'Waiting for IFM initiation' with a note: 'To initiate payment via IFM, click button above.' Below this is a section for 'Copyright Clearance Center - Get It Now' featuring the ITHACA logo and article details:

	<b>Title:</b> Motivating older adults to exercise
	<b>Author:</b> Dishman, R K
	<b>Publication:</b> Southern Medical Journal
	<b>Publisher:</b> WoltersKluwer
	<b>Date:</b> 1994

Copyright © Wolters Kluwer  
**Get It Now Price:** \$24.00

This article will be emailed to you within 8 hours (normal delivery time is under 2 hours) once you enter a valid email address, review, and accept the terms below.

**Email Address**

bhogben@ithaca.edu  
(Enter email address for delivery of article)

Payments are made through IFM if you so choose.

If the article costs more than the max-cost indicated in the add-on, ILLiad will return an error message.

# Reconciling Get It Now Invoices Each Month

**Invoice Number: GIN501654390**

*Please do not pay this invoice. Your institution's Get It Now requests will be paid via your OCLC IFM account.*

**Institution: Ithaca College**

Order Date	Fulfillment Date	Order Number	Illiad Request	Work Status	Order Status	Amt	Get It Now User	Delivery Email Address	Publication	Publication	Article Title
6/29/2015 6:19	6/29/2015 8:29	501023916	199850	Order	O	24	N/A	borrowing@ithaca.edu	Current Opinion in Neurology	1-Jan-14	The influence c
6/30/2015 10:25	6/30/2015 10:47	501024420	199332	Order	O	24	N/A	borrowing@ithaca.edu	Journal of Physiotherapy	1-Jan-15	Understanding
6/30/2015 10:27	6/30/2015 10:48	501024421	199663	Order	O	28	N/A	borrowing@ithaca.edu	Topics in Stroke Rehabilitation	1-Jan-15	What is the eff

Be aware of articles that may have been canceled by CCC to make sure you received the IFM credit on your OCLC invoice.

## Resource Sharing and ILL

FIX4212	ILL-Flat-Rate Lending Credit-Monthly	1.00			
FIX4500	ILL Subscription-Monthly	1.00			
IFM4549	IFM Transactions	18.00	0.250	4.50	
IFM4570	ILL Fee Management Library-to-Library Debit	1.00	278.000	278.00	





# If I Already Belong to IDS, Why Use Get It Now?

- Obtaining Embargoed content can be a challenge
- Get It Now gives one more option to obtain material. It can be activated and used only requests come back Exhausted
- The turn-around time for Get It Now is minutes, for rush requests

# Get It Now Unmediated Pilot Project



**Anne M. Bouvier**

Document Delivery/Interlibrary Loan  
Borrowing Services Manager

# Unmediated Pilot

- Pilot period: 9/17/14 to 10/17/14.
- Patrons ordered articles by clicking on the Get It Now link in our link resolver (Proquest's 360 Link).
- The selection pool was all the unsubscribed articles that appear in databases.

# Questions from Collection Development

- Are there any low-use subscribed titles that we can cancel and rely on access via Get It Now instead?
- Are there unsubscribed titles that are high-use in Get It Now that we should pick up?

# HOW UNMEDIATED WORKS: Patron Perspective (in pictures)



textbooks Select a Field (optional) ▾

**Search** **Clear** ?

AND ▾ attitudes Select a Field (optional) ▾

AND ▾ Select a Field (optional) ▾ + -

### Search Results: 1 - 10 of 209

Relevance ▾ Page Options ▾ [Share](#) ▾

Alert, Save and S

#### 1. [DEVELOPMENT OF ENTREPRENEURIAL ATTITUDE IN IRANIAN ELEMENTARY LITERATURE TEXTBOOKS.](#)



Academic Journal

By: Fakharzadeh, Arezou. Journal of Entrepreneurship Education. 2012 Supplement, Vol. 15, p49-62. 14p. 2 Charts, 1 Graph.

**Subjects:** ENTREPRENEURSHIP; Other printing; IRANIAN literature; CONTENT analysis (Communication); **TEXTBOOKS**; LITERATURE -- Textbooks

[PDF Full Text](#) (386KB)

#### 2. [Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.](#)



Academic Journal

By: Vafeas, Mario. Journal of Marketing Education. Dec2013, Vol. 35 Issue 3, p245-258. 14p. DOI: 10.1177/0273475313482927.

**Subjects:** TEACHERS; RESEARCH; PROFESSIONAL relationships; PROFESSIONAL practice; Other printing; **TEXTBOOKS**

Cited References: (29)

[Check here to see if UB owns this item](#)

#### 3. [Impact of Trust, Brand Attitudes and Value on Intentions to Use E-textbooks.](#)



Conference

By: Ranganathan, Sampathkumar; Sen, Sandipan; Madupu, Vivek. Society for Marketing Advances Proceedings. 2011, Vol. 25 Issue 1, p23-24. 2p.

**Subjects:** BRAND equity; CONSUMERS -- Attitudes; WEB development; ELECTRONIC textbooks; COLLEGE students

[PDF Full Text](#) (160KB)

### Refine Results

#### Current Search ▾

##### Boolean/Phrase:

textbooks AND attitudes

#### Limit To ▾

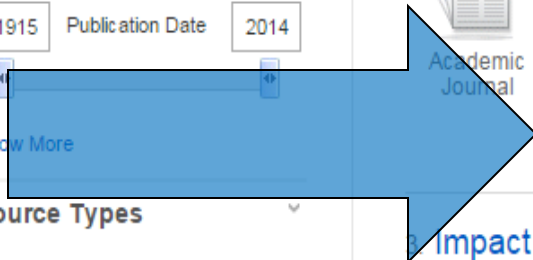
- Full Text
- References Available
- Scholarly (Peer Reviewed) Journals

1915 Publication Date 2014

[Show More](#)

#### Source Types ▾

- All Results
- Academic Journals (137)
- Trade Publications (34)
- Magazines (22)





[Refine or alter criteria](#)

Article: Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.

Author: Vafeas, Mario

## Journal of marketing education

ISSN: 0273-4753

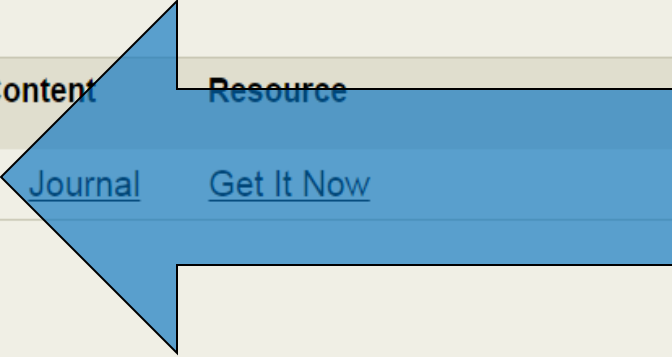
Volume:35

Date: 12/01/2013

Issue:3Page:245 - 258

### Available online via the following links

Coverage Range	Links To Content	Resource
1979 - present	<a href="#">Article</a>	<a href="#">Journal</a> <a href="#">Get It Now</a>



### Questions?

[Ask a librarian](#)

[Article Linker Help / FAQ](#)

Search Electronic Journals database SUNY-Buffalo:

Title begins with ▾

Search

**Title:** Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study.

**Author:** Vafeas

**Publication:** Journal of Marketing Education

**Publisher:** SAGE Publications (US)

**Date:** 2013



Copyright © SAGE Publications

This article will be emailed to you within 8 hours (normal delivery time is under 2 hours) once you enter a valid email address, review, and accept the terms below.

### Email Address

cflyons@buffalo.edu

(Enter email address for delivery of article)

### Terms and Conditions

non-assignable. No other uses of the "Get It Now" service or the Materials are authorized except as expressly provided herein, and the rightsholders of the Materials hereby reserve all rights not specifically granted in these terms and conditions of use. Without limiting the foregoing, any further copying or sharing of copies, external distribution or commercial use of Materials is prohibited.

8. The "Get It Now" service is only for use by faculty, staff, and enrolled students of the institution. Neither the Get It Now service nor any Materials may be accessed or used by any other persons.

v3.1

I agree to these [terms and conditions](#)

ACCEPT

CANCEL



## Confirmation for Get It Now Article Request number 500923886

donotreply@copyright.com

Sent: Fri 10/17/2014 3:33 PM

To: Lyons, Charles

To view this email as a web page, go [here](#).

### Do Not Reply Directly to This Email

To ensure that you continue to receive our emails,  
please add [getitnow@marketing.copyright.com](mailto:getitnow@marketing.copyright.com) to your [address book](#).

# Get It Now



## Your Request is Being Processed

Institution: University at Buffalo, State University of New York

Thank you for your article request. Please be patient while we fulfill your request which may take up to 8 hours. Normal delivery time is within 2 hours. You will receive an email with a link to the article below or as an attached PDF.

### Order Details

File Home Send / Receive Folder View iCloud Adobe PDF

New E-mail New Items

Ignore Clean Up Junk Delete

Reply Reply All Forward More

Meeting More

Categorize and ... Categorize and ...

Archive To Manager

Team E-mail Done

Quick Steps

Move Rules

## Article Delivery (Order Number 500923886).

Get it Now <smagallanes@copyright.com>

Sent: Fri 10/17/2014 5:16 PM

To: Lyons, Charles

Message 500923886.pdf (347 KB)

Attached is the article you requested through University at Buffalo, State University of New York and Get It Now.

You acknowledge that this article is for your use only up to 120 days from date of receipt (unless indicated otherwise by the Rightsholder) and is subject to license terms set by the content provider. Your receipt of this article does not provide you with any rights to reproduce or further distribute it. To view the complete terms of use for this article, please click <https://getitnow.copyright.com/request/terms?publisherCode=sage>

Please contact [libloan@buffalo.edu](mailto:libloan@buffalo.edu) if you need assistance using this article.

Thank you for your Get It Now order.

# Journal of Marketing Education

<http://jmd.sagepub.com/>

## Attitudes Toward, and Use of, Textbooks Among Marketing Undergraduates: An Exploratory Study

Mario Vafeas

*Journal of Marketing Education* 2013 35: 245

DOI: 10.1177/0273475313482927

The online version of this article can be found at:

<http://jmd.sagepub.com/content/35/3/245>

Published by:



<http://www.sagepublications.com>

Additional services and information for *Journal of Marketing Education* can be found at:

Email Alerts: <http://jmd.sagepub.com/cgi/alerts>

Subscriptions: <http://jmd.sagepub.com/subscriptions>

Reprints: <http://www.sagepub.com/journalsReprints.nav>

Permissions: <http://www.sagepub.com/journalsPermissions.nav>

Citations: <http://jmd.sagepub.com/content/35/3/245.refs.html>

# HOW IT WORKS: Library Perspective





Home > Data Management > Database Details

## Copyright Clearance Center :: Get It Now

### Database Details

#### General

#### Titles (11165)

Books (0)

Journals (11165)

Other (0)

#### 360 Resource Manager

Administration (0)

Contacts (0)

#### Cost (USD)

General

Licensing (0)

Notes (0)

**Code** 0R~

#### Collection

**Provider** Copyright Clearance Center

**Titles** 11165

**Status** Subscribed

**Display In:**  360 Core

360 Link

360 Search

**Request This Connection**

360 MARC Updates

Summon

**Default URL** <http://www.copyright.com/getitnow>

**Custom URL** <https://getitnow.copyright.com>

Dashboard Home

Reports

Settings

## QUICK STATS - 01 Jan 2014 to present [Edit date range](#)

### Top Publications

#### NO. OF REQUESTS

Behavioural and Cognitive Psychotherapy	15
Mindfulness	12
Supportive Care in Cancer	11
Journal of Neuro-Oncology	9
Psychological Reports	8
Expert Opinion on Biological Therapy	7
Journal of Cancer Survivorship	7
Administration and Policy In Mental Health	6
Transcultural Psychiatry	6
International Journal of Hematology	6

### Requests

<b>Total requests:</b>	1298
<b>Total cost:</b>	41110.45 USD
<b>Average cost:</b>	31.68 USD

## WHAT'S NEW

### Taylor & Francis Joins Get It Now!

Copyright Clearance Center is pleased to announce that Taylor & Francis (T&F) has joined the award-winning Get It Now service. Effective immediately, hundreds of thousands of articles from T&F's 1,800+ U.K. and U.S.

Purchasing Taylor & Francis articles through Get It Now enables academic libraries to:

- Order and receive articles 24 hours a day, 7 days a week
- Ensure fast turnaround times for patrons

## ACCOUNT BASICS

**Billing Contact:** [libloan@buffalo.edu](mailto:libloan@buffalo.edu)

### Registered IP Ranges:

10.0.0.0/10.255.255.255  
67.20.192.0/67.20.223.255  
67.96.0.0/67.99.255.255  
205.232.0.0/205.232.255.255

## Set spending limit

Yes  No

## Restrict article requests to specific email domains

Yes  No

Email domain:

<sup>\*</sup> (e.g., abcuniversity.edu)

[Using Odyssey?](#)

[+ Add another domain](#)

## Set maximum number of orders per user

Yes  No

Limit number of orders per user to:

within a

<sup>\*</sup> hour time period

Exception list:

bufborro@buffalo.edu

[Edit list](#)

bouvier@buffalo.edu

buil@buffalo.edu

Message to users:

You have exceeded your institution's Get It Now article request limit. Please contact bufborro@buffalo.edu if you need this request filled or you may request it through your institution's interlibrary loan (ILL) service.

[Edit message](#)

Contact email:

<sup>\*</sup> (for message above)

## Block duplicate orders per user

Yes  No

Block duplicate orders per user to:

<sup>\*</sup> hours

Exception list:

[Add exceptions](#)

Message to users:

Our system indicates that you have already ordered this article within the past 8 hours so we are unable to accept this request. Please be patient

[Edit message](#)

# ASSESSMENT: What We Learned...

# Overall Use...

- 717 unique users
- 1,016 articles requested
- 30 requests per day
- \$29 average cost per article

# Any Power Users / Abusers? NO!

- Average user requested 1.4 articles (75% of users requested one article).
- Average title received 1.5 requests (69% of the journals only received one request).



# Was there a drop in ILL Requests?

- 17% drop in ILL journal article requests for the same time period last year.
- 33% of Get It Now users did not have ILLiad accounts.



# Use By Level/Status

STATUS	%
Undergraduate	10%
Master	24%
PhD/Professional	40%
Faculty/Staff	27%
	<b>100%</b>

# Use By Title

<b>PUBLICATION</b>	<b># ARTICLES</b>
Psychological Reports	6
Hand Clinics	6
School Psychology International	5
Neurocritical Care	5
Journal of Clinical Oncology	5
Journal of Primary Care & Community Health	5
Journal of the Int. Neuropsychological Society	5
Health Promotion Practice	5
Expert Opinion on Biological Therapy	5
Administration and Policy In Mental Health	5

# Use By Department (Top 10)

DEPARTMENT	# REQUESTS
Psychology	59
Pharmacy	50
Pharmaceutical Sciences	45
Nursing	41
Social Work	34
Counseling, Schl & Educ Psych	32
Chemistry	29
Learning and Instruction	21
Management, School of	21

# Use By Publisher

PUBLISHER	% of TOTAL
Elsevier	24%
Springer	19%
SAGE Publications (US)	13%
SAGE Publications (UK)	9%
Informa Healthcare	8%
Wiley	4%
Taylor and Francis UK	5%
WoltersKluwer	2%
Cambridge University Press	2%
BMJ Publishing Group Ltd	2%

# Challenges

- Reliability and accuracy of your link resolver.
- Articles that you own in print.
- How to effectively throttle usage?



# Should you use Get It Now?

- **Mediated:** Absolutely.  
As soon as you are back at your desk. 😊
- **Unmediated:** Maybe...
  - Have a plan in place before starting.
  - Remember you are always in control via the Dashboard.

# Thank You. Questions?

- For more information:
  - [www.copyright.com/getitnow](http://www.copyright.com/getitnow)
  - [licensing@copyright.com](mailto:licensing@copyright.com)

