(E-book) Patron Driven Acquisitions (PDA): An Annotated Bibliography

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(E-book) Patron Driven Acquisitions (PDA):
An Annotated Bibliography

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Introduction and Scope

This bibliography covers Patron Driven Acquisitions (PDA) and the issues academic libraries face when devising a PDA program. Articles outline the benefits and problems of print and E-book PDA and the debate they elicit. They also document the response of libraries to address these problems.

I have selected recent, peer-reviewed articles that express current thought on the subject. One article was published in 2009 while the others were published from 2010 to 2012. Two of the articles focus on print PDA, but the others also discuss E-book PDA specifically. I also selected an article that focuses primarily on E-book licensing, a considerable problem. Many of the articles either describe PDA studies or cite multiple studies by peer institutions. I urge readers to search for more recent articles on PDA, especially as this bibliography ages.

Description

Patron Driven Acquisitions (PDA), also known as Demand Driven Acquisitions (DDA) and Purchase on Demand (POD), has been around in libraries since the early 1990’s. PDA allows libraries to acquire items based on the immediate needs of their patrons, often without library intervention. With the arrival of e-books in the late 1990’s, libraries soon began including them in their PDA workflows. PDA is controversial for several reasons, and PDA of E-books adds further issues to the debate.

Summary of Findings

PDA?

Traditionally, libraries have acquired new items in anticipation of their use. This “just in case” acquisition model is problematic for some significant reasons. Many studies show that a large portion of books acquired in this way do not circulate (Hodges, Preston & Hamilton, 2010a; Link, Tosaka, & Weng, 2012; Medeiros, 2011). Non-circulation rates can approach 70% (Way, 2009) or be even higher. Concurrently, many libraries have shown a dramatic increase in ILL activity, indicating their collections are not meeting the needs of their patrons (Link, et al., 2012; Way, 2009). Studies also indicate that the currency of library collections is a concern (Hodges, et al., 2010a).
In the 1990s, PDA (Patron Driven Acquisitions) was introduced to efficiently address unmet needs (Hodges, et al., 2010a). Libraries creatively began to introduce a ‘just in time’ approach to acquisitions by placing rush purchase orders on books requested by patrons via ILL. ILL POD (ILL Purchase On Demand) proved to be not only faster but more economical (Hodges, et al., 2010a; Way, 2009) because in many instances it is less expensive to buy a book than pay staff time and shipping costs for ILL (Currie & Graves, 2012). Most importantly, books acquired in this way have been shown to circulate much more than traditionally acquired books (Hodges, et al., 2010a; Link, et al., 2012; Way, 2009). Circulation was as high as 88% in one study (Currie & Graves, 2012).

In general, books acquired via PDA are used more often by more patrons (Link, et al., 2012). One study that included textbooks showed an average of 16 circulations per title (Hodges, et al., 2010a). Librarians have actually found that a high number of these books are appropriate for their collections (Link, et al., 2012; Way, 2009). It should be no surprise that PDA programs are popular with patrons who indicate high rates of satisfaction with them in many studies (Hodges, et al., 2010; Link, et al., 2012; Way, 2009).

E-books

E-books lend themselves to the “just in time” PDA model for several reasons. The online availability of Ebooks allows for the immediate access to content (Garofalo, 2011; Medeiros, 2011), eliminating any wait time for patrons. The PDA of E-books has an inherent circulation rate of 100% since patron use triggers their purchase. As in the case of PDA books, studies show heavy usage of PDA E-books, by multiple users, when compared to those selected by librarians (Link, et al., 2012).

E-books have inherent advantages for users over print books. Significant advantages include: the ability to search full-text; the accommodation for simultaneous users (license permitting); 24/7 remote access; portability; print and copy flexibility; and download for use on many platforms including portable devices such as the iPad (Hodges, Preston & Hamilton, 2010b; Link, et al., 2012; McLure & Hoseth, 2012; Medeiros, 2011).

E-books also have notable advantages for libraries. These include: e-books are never lost, stolen or damaged; they require no shelf space; and use can be cheaper than print depending
on the license (Link, et al., 2012; McLure & Hoseth, 2012). Lastly, E-books can be shared by consortium members which increases libraries’ purchasing power (Polanka, 2011).

The case against PDA

The crux of the debate over PDA is a perceived conflict between meeting the immediate desires of patrons versus preserving the integrity of the library collection. Some librarians are reluctant to relinquish control of the acquisition process (De Fino & Lo, 2011), and by ceding control to patrons they fear their collections will be adversely affected (Walters, 2012). Patrons are generally not subject experts, so they are liable to select introductory rather than scholarly works (Hodges, et al., 2010a; Shen, et al., 2011). Further, PDA essentially meets the needs of those who participate, and acquisitions are not made with the needs of the whole user population in mind (Walters, 2012). Librarians should be concerned with educating patrons, not simply fulfilling their immediate requests for information (Walters, 2012). The concern is that PDA will lead to poor quality, poorly balanced collections (Currie & Graves, 2012; Walters, 2012; Way, 2009).

The problems with E-books

Despite the advantages mentioned above, E-books have disadvantages that inhibit their adoption. Studies have shown that E-books are preferred as an instant-access reference tool for quick answers and reading brief sections, but that print books are preferred for longer reading sessions and when users want to read the entire work (Link, et al., 2012; McLure & Hoseth, 2012; Schroeder & Wright, 2011). Eye strain is an inherent problem when reading E-books for long periods on a computer screen (McLure & Hoseth, 2012; Schroeder & Wright, 2011). Users also complain that the varied E-book platforms can be difficult to use (Link, et al., 2012) and that the user experience varies across platforms (McLure & Hoseth, 2012).

The availability of E-books can also be problematic. Publishers often impose an embargo on the release of E-book versions of titles to maximize profits from print versions (Hodges, et al., 2010b; Polanka, 2011; Walters, 2012). This means there is often a lag between the time a book is released in print and when it becomes available as an E-book (Link, et al., 2012; Medeiros, 2011). Not all print titles are available as E-books (Link, et al., 2012; McLure & Hoseth, 2012),
and E-book coverage of scholarly works is limited and inconsistent across subject areas (Link, et al., 2012; Walters, 2012).

The actual purchasing costs of E-books can be higher than print titles as well (McLure & Hoseth, 2012; Medeiros, 2011; Walters, 2012). Publishers often charge libraries access/usage and platform fees on top of the purchase price of E-books (Polanka, 2011; Walters, 2012). This can make the E-book purchase price 50% higher than the print version (Walters, 2012). The failure to implement spending restrictions means E-book PDA can quickly expend funds (Hodges, et al., 2010a).

E-book licenses lack standardization (Link, et al., 2012) which makes them complicated and often difficult to negotiate (Walters, 2012; Polanka, 2011; Horava, 2010). Licenses do not necessarily allow simultaneous access (McLure & Hoseth, 2012) and unlike E-journals, DRM (Digital Rights Management) is often too rigid with E-books, limiting downloading and printing functionality (McLure & Hoseth, 2012; Schroeder & Wright, 2011; Walters, 2012). These inconsistencies negate some of E-books’ intended advantages.

Make it work!

The PDA “just in time” model has been shown that it can make more efficient use of libraries’ budget and staff time (Way, 2009, p. 308) while lowering collection development costs and increasing the availability of resources online (Currie & Graves, 2012). Many studies have also shown that students and faculty actually select a high percentage of appropriate, scholarly (E-)books via PDA (Hodges, et al., 2010a; Shen, et al., 2011; Walters, 2012; Way, 2009). Thus, it is possible for E-book PDA and collection development to go hand in hand.

There is universal agreement in the literature that librarians still need to be heavily involved in the planning and implementation of both print and E-book PDA for them to be effective. By establishing a strong PDA profile, librarians can mitigate concerns of “the patron effect” on their collections (Medeiros, 2011). The universe of possible items should be limited to ensure patron selections are appropriate for the library collection (Schroeder & Wright, 2011) and that they do not duplicate existing library holdings (Garofalo, 2011). Librarians must establish certain mediating criteria, including: the maximum allowable cost per item; imprint date (to exclude out of date titles); acceptable subject headings; scholarship level; and they should exclude present holdings from the pool (Garofalo, 2011; Hodges, et al., 2010a). Further,
the usage threshold of E-books must be set high enough to trigger the purchase of only high-demand items (Hodges, et al., 2010a; Shen, et al., 2011), and aggregators should be used whenever possible to help alleviate licensing issues (Hodges, et al., 2010a). Some recommend the real-time monitoring of E-book PDA acquisitions to prevent rapid/runaway spending (Hodges, et al., 2010a; Medeiros, 2011). Lastly, libraries must continue to campaign for simultaneous E-book publication (Hodges, et al., 2010b).

Where are we now?

There is a paradigm shift underway as more libraries effectively implement PDA (Hodges, et al., 2010a; Horava, 2010) and E-books become increasingly viable (Link, et al., 2012). However, despite the feasibility of (E-book) PDA, the current consensus is that it is still only a supplemental medium and not a replacement for the traditional acquisition model (Link, et al., 2012; Shen, et al., 2011; Way, 2009). As shown above, problems still remain, especially with the publishing of E-books. Nonetheless, libraries continue to adopt PDA, study its effects and refine its implementation.

Bibliography

Entry 1:


Abstract
Like other academic libraries, the University of Kansas (KU) Libraries has been looking for efficiencies to save money. One method of savings adopted by KU Libraries is a demand-driven acquisition (DDA) model for purchasing monographs. KU librarians were reluctant to endorse this new model until they were given the option to base DDA purchases on price. Working with YBP, a new DDA model was developed to allow subject librarians at KU to choose a price limit for purchases on approval. Any monograph over the price limit was loaded into the library catalog as a DDA. During the development of the new DDA model, subject librarians in science and technology and the social sciences agreed that electronic books would be the preferred format for the approval plan and DDA model. In this paper, KU librarians will map out the processes they used to rewrite their approval plan profile to incorporate DDA and e-preferred acquisitions.
**Annotation:** University of Kansas. Short article about progression from university library print DDA program to E-book PDA pilot program as a means to increase acquisitions efficiency and access to materials. Shows substantial savings of their print DDA program. Outlines a sound E-book PDA system but is unable to provide a full assessment since program is new as of writing. Brief overview of the issues of E-book PDA pro and con.

**Entry 2:**


**Abstract**
Collection development librarians have long struggled to meet user demands for new titles. Too often, required resources are not purchased, whereas some purchased resources do not circulate. E-books selected through patron-driven plans are a solution but present new challenges for both selectors and catalogers. Radical changes to traditional technical services workflows are required, and selectors must modify the selection process to give more choice to the user. Rutgers University librarians have adopted an innovative new technical services workflow and collection-development model to manage a successful, patron-driven acquisitions project for e-books in the fields of math and computer science. (Contains 3 tables.)


**Entry 3:**


**Abstract**
Patron or demand-driven acquisitions (DDA) appears to be a hot topic for libraries. Getting the information into the user's hands as quickly as possible has always been one of the pillars of good library service, but in today's age of instant gratification, "as quickly as possible" had better be immediate or very close to it. This article discusses patron-driven acquisitions. Adapted from the source document.

**Annotation:** Very brief. Introductory. Focuses on E-book PDA “just in time” approach to remain relevant to patrons. Overview of issues to consider. Unique term “PIPE” (Patron Initiated Purchase of E-books) to implement E-book PDA in a manageable way. Raises many
questions, answers some but not all. Important because it provides a list of further reading sources, although most were search results on ProQuest which I evaluated separately rather than footnote chased.

Entry 4:


Abstract
This article discusses a paradigm shift from librarian-mediated collection development to patron-initiated selection of library materials. The authors report on two programs at The Ohio State University Libraries (OSUL): an interlibrary loan purchase-on-demand program and two tests of ebrary's patron-driven acquisitions program, in which patron usage triggered behind-the-scenes purchase of e-books. Results of the tests were analyzed by user activity, subject area, publisher type and level, and imprint date. OSUL and OhioLINK consortium holdings were reviewed to evaluate availability, duplication, and circulation of titles purchased by patrons. OSUL subject librarians were polled for comments on patron-selected titles and the funding implications of patron-driven selection. The authors discuss changes in the philosophy of collection development, and the role of patrons and collection development librarians in the evolving e-book environment in academic libraries.

Annotation: ***Comprehensive, in-depth article. One of 3 primary articles I found to gain a good understanding of this subject. The other articles corroborate. Hodges, et al. are the most pro-E-book PDA of all the authors I’ve read. Article outlines all the issues and the core conflict for librarians and E-book PDA. Argues for shift from librarian-mediated patron acquisitions to patron only (unmediated) PDA. One flaw: describes apples to oranges study (2 different pools of ebooks) - one included textbooks which skewed circulation rates in favor of PDA. Gives some subject librarian feedback on ebook PDA which many articles do not. Despite arguing for completely unmediated model of PDA, determines that collection development librarians are vital to academic research library collection development. I sited this article heavily because it is so good.

Entry 5:


Abstract
The authors identify the major issues associated with e-books and their expanding role in libraries, especially in patron-driven acquisitions. E-book access began when NetLibrary entered the patron-driven acquisitions arena in the late 1990s with a business model that raised concerns
for some libraries and their patrons. Since then, other models and variations abound. Today the library community would prefer far greater uniformity across e-book publishers in areas such as simultaneous publishing, printing ability, access models, resource sharing use, and compatibility with handheld reading devices, among others. Libraries would acquire even more e-books, providing even more revenue for publishers, if these issues could be resolved. Adapted from the source document.

**Annotation:** Shorter article by Hodges, et al. pro-E-book group at Ohio State. Article raises some unique points, ideas. Authors argue for a dual format holding model – acquire both E-books and print. Patrons can search the E-books to determine relevance and the location of desired info, then go to the print for extended reading. My opinion: unrealistic collection model of duplicate holdings – not economically feasible although convenient for users. Only article to mention XML based epub format “reflowable content” universal doc type for all devices.

**Entry 6:**


**Abstract**

This paper considers some of the major issues concerning collection management in academic libraries in a rapidly changing environment. Specifically, this paper reflects on core values, scholarly communication issues, acquisition activities, access and delivery issues, and innovation. The paper concludes with ideas for incorporating shifts in these areas into a sustainable, forward-looking approach to collection management. Adapted from the source document.

**Annotation:** In depth look at collection management and the changing landscape of acquisitions. The move to digital resources and the autonomy of modern users – without librarian guidance. A detailed description of the traditional model and the struggle of libraries to adapt to the digital world. Includes E-books and mentions PDA as they relate to their effect on acquisitions. Calls for imaginative change to remain relevant and provide effective service. Proposes a new approach entailing many changes to the way librarians think about collection development. Valuable because it complements the study-oriented articles and provides perspective.

**Entry 7:**

Abstract
The authors created a research method to identify local users' needs and explored how well currently available e-book content might meet those needs. Using circulation records, interlibrary loan (ILL) requests, and in-house use as a gauge of patron demand during a three-year period, the study compared these records to e-book offerings from the major aggregators. The resulting data were analyzed by subject and publication date. The authors found that e-book content that might meet users' needs was not uniformly distributed across disciplines and that more recent publications were more likely to have e-book equivalents. The highest percentage of e-book equivalents was for titles requested via ILL, suggesting that this might be the best place to begin e-book collecting. The results suggest that e-books may meet only a fraction of the demand for monographic scholarly output and that libraries cannot yet rely on e-book content to entirely supplant print, although e-book coverage is growing dramatically. [PUBLICATION ABSTRACT]

Annotation: ***Excellent, well-rounded article. One of 3 core articles to understand the issues of E-book PDA. Covers all the bases. Forward looking. Sound criteria for measuring/evaluating the issues. 3 years of data used to evaluate item usage. Tries to determine if E-book PDA can replace traditional acquisitions model. Answer: no. Inspired much thought on my part regarding the statistical measuring of in-house use of titles for my library. I cited it heavily.

Entry 8:

Abstract
Purpose - This paper aims to provide a snapshot of student and staff attitudes towards e-books, collected through a web-based survey, as well as an analysis of use data for a specific universe of e-books provided via a patron-driven purchasing model and accessed during the survey timeframe. Design/methodology/approach - This research analyzed survey responses collected from May 2010 to December 2010 and use data for the universe of e-books made accessible via PDA, and used by library patrons, during this period. Findings - E-books are no longer a new phenomenon and the CSU Libraries have provided access to e-books for many years, yet users' prior experience with e-books, perspectives on desirable and undesirable e-book characteristics, and preferences for print versus e-books as provided by the libraries continue to vary. During the libraries' initial entry into PDA, e-books made accessible to users via this model received more use through browsing than sustained use or download, but relatively little use overall. The study provides a starting point for the continued analysis of this library's PDA program, now the primary mechanism used to provide its academic user community with book access. Practical implications - The authors present a review of the literature and research findings about academic users' interactions with, and preferences for, e-books. They provide a point-in-time analysis of user interactions with e-book titles made accessible via the libraries' PDA program and a subject-level study of the use of these titles. Originality/value - This paper presents point-
of-use feedback regarding e-books, from academic users, and detailed information about e-book titles accessed via a PDA model.

**Annotation:** Colorado State University (CSU) focus on PDA for purchase of both print and E-books. 7-month study. Important because it focuses on extensive surveying of users: experience with, preference for, advantages of, preferred platform of, shortcomings of, e-books; comparison to print books; usage of available E-books. Only article to mention that the EBL E-book purchasing model is seamless for users. Corroborates the successful move towards E-book PDA.

**Entry 9:**


**Abstract**

Purpose - This paper seeks to discuss patron-driven acquisition (PDA) of electronic books (e-books), a relatively recent move designed to meet immediate needs rather than predict future use.

Design/methodology/approach - The paper notes attributes and drawbacks to the general PDA model. Findings - The paper concludes with a positive assessment of PDA, but with the recognition that sustainability may be a challenge. Originality/value - The paper offers a balanced perspective of the popular PDA trend.

**Annotation:** Short article provides some good points in an attempt to describe PDA of ebooks in a balanced way. Too short to be comprehensive. Overview of pros and cons. Describes the “just-in-time” issue, addresses E-book PDA effect on collection, cost issues. Corroboratory.

**Entry 10:**


**Abstract** (summary)

With the introduction of library e-books in 1999, the once-straightforward process of buying books took on many complexities. This chapter of The No Shelf Required Guide to E-book Purchasing offers an overview of these challenges and the advantages and disadvantages of purchasing from different vendor types. [PUBLICATION ABSTRACT]

**Annotation:** Short article was selected because it focuses on the nuances of E-book purchasing models, regardless of acquisition method. Goes into more detail of the challenges of E-book purchasing, which is mentioned only briefly in other articles. Explains aggregators, wholesalers.
and evaluating vendors in general. Mentions PDA/DDA but doesn’t discuss issues surrounding them in depth.

Entry 11:


Abstract
Purpose - The purpose of this paper is to assert that, in an effort to more effectively match users' needs to purchases and extend the buying power of library budgets for e-books, libraries should use a profiled purchase on demand option to supplement their current practices.
Design/methodology/approach - The paper reviews usage patterns for print and e-books, business models for e-books and comments on the benefits of using a patron-driven acquisitions model. Findings - Circulation of the print collection is slowly declining, with only 20 per cent of the collection circulating in 2009. Large purchased collections of e-books statistics are roughly the same but those purchased through Patron-Driven Acquisitions are assured use.
Originality/value - The discussion of current business models for e-books illustrates some challenges libraries face in transitioning from print to electronic. Patron-driven models allow libraries to help users at point of need and manage scarce resources.

Annotation: BYU. Their approach was to acquire E-books in a “just-in-case” model like print. They see same trends as print - no/low usage of many titles. Confirms the problems of the traditional model are not format specific. Good corroboratory overview of the pros and cons of E-book PDA. Suggests and briefly outlines the development of an essential E-book PDA approval profile to appropriately build collection.

Entry 12:


Abstract
Although many recent studies have been conducted on the implementation and results of patron-driven acquisition (PDA) initiatives at academic libraries, very few have focused on whether, or how, patrons' selections vary from selection choices librarians would have made. This study compares titles selected by patrons during a PDA pilot program against titles chosen by subject
librarians from the same PDA list. The findings may serve as a starting point for other researchers interested in the impact of user-oriented selection initiatives on a library's collection development. Adapted from the source document.

**Annotation:** Study of attempt by librarians to limit the pool of potential selections of E-book PDA. Not all librarians chose to participate, limiting effectiveness. Study admits the book list should have been better filtered and the threshold for purchase set higher. Nevertheless, students and faculty did an “admirable” job of purchasing scholarly books. Confirms viability of well-constructed E-book PDA program as a supplement to traditional model. Corroborates current state of E-book PDA.

**Entry 13:**


**Abstract**

Patron-driven acquisition (PDA), also known as demand-driven acquisition, patron-initiated purchasing, or books on demand, allows patrons to select and purchase books for the library collection without staff mediation or oversight. This essay presents the argument that PDA programs are unlikely to improve the quality of academic library collections. In particular, they risk failing to distinguish between students' immediate desires and their long-term educational needs, making poor use of librarians' knowledge and expertise, failing to represent the full range of library stakeholders, and producing collections that are biased or poorly balanced. Although PDA can lead to efficiencies in information delivery, those efficiencies do not necessarily support the broader educational goals of the academic library. [PUBLICATION ABSTRACT]

**Annotation:** ***Comprehensive article biased against E-book PDA. One of my top 3 to read. I could have written a whole paper discussing Walters' arguments. I think it demonstrates librarians’ resistance to change and fear of lack of control. Very important because by taking the opposing view, it exhaustively outlines the issues to consider/address. I think the article mischaracterizes and oversimplifies the goals of E-book PDA. The 2 core arguments are easily refutable; most of the others seem to be answered by simply applying the rules and principles of current print acquisitions and access to E-book PDA. In fact, the author lists several solutions in his conclusion. Nonetheless, the article is well-researched with over 80 citations, has compiled recent PDA study statistics and does a good job of outlining issues that must be considered when constructing a successful PDA program. I cite it heavily."
Entry 14:


**Abstract**

Patron-initiated collecting via interlibrary has been examined regularly in the literature over the past decade, with articles examining the topic at public libraries, liberal arts colleges, and large doctoral institutions. This paper examines a patron-initiated collection development program at Grand Valley State University, a comprehensive university with an enrollment of 24,000 students. It compares Grand Valley State University's experiences with those at other types of institutions. The paper also discusses the different models used to assess the success of these programs within the literature and how Grand Valley State University used WorldCat Collection Analysis, circulation statistics, and peer comparisons to assess its program. Adapted from the source document.

**Annotation:** A good corroborating article that cites quite a few other studies by peer institutions. Article compares their institution’s print PDA to peer libraries’ holdings to see if such acquisitions are appropriate. Answer: yes. Describes benefits of PDA; indicates it is a supplemental system. Selected to provide foundation for general understanding of PDA.

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**Conclusion and Personal Statement**

It seems clear to me that libraries can and should adopt some level of PDA to improve customer service and the coverage our collections provide. Patrons can obtain access to desirable materials quickly while helping to fill the gaps in our collections by initiating purchases via a well-planned PDA system.

I understand that some librarians are resistant to change and that they are unhappy about a perceived loss of control of the acquisitions process. However, the truth is that librarians must exercise a great amount of control over PDA programs by planning, restricting, monitoring and evaluating them.

The literature shows that the demand for E-books is growing. This trend will continue as the viewing technology, title coverage and licensing improve. It only makes sense to proactively
and deliberately make use of the “just in time” model to benefit our patrons and improve our collection management.

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**Search Strategies**

Below are some of the most effective searches I constructed to locate the materials for this bibliography. I include them to give readers a head start in finding more up to date articles. I also thoroughly examined the lists of sources cited in the articles and footnote chased those that I hadn’t discovered via search.

**Search 1:**

**Note:** This was my best search after modifying several previous. I didn’t limit to any one database because the topic is new and articles are relatively rare. So I did the most effective, refined search (via command line) on the widest universe of sources, limited to peer-reviewed.

**Database:** ProQuest – all available

**Search Method:** Keyword search

**Search:**

ProQuest command line:

("patron driven acquisition*" OR "demand driven acquisition*") AND (ebook* OR e-book*)

Limit to Peer review only

52 results

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**Search 2:**

**Note:** This result is from my first good search – which produced many useful results. I did the search (via command line) on the widest universe of sources, limited to peer-reviewed.

**Database:** ProQuest – all available

**Search Method:** Keyword search
Search: Proquest command line: "patron driven acquisition?" OR "demand driven acquisition?" AND ebook?
Limited to Peer reviewed only
56 results

Search 3:
Note: This search was an attempt to really limit the search – note the ( ). Only 10 results, but two good ones. I refined the search syntax in later attempts. Wide net of ProQuest peer-reviewed.

Database: ProQuest – all available

Search Method: Keyword search

Search: ProQuest command line: ("patron driven acquisition?" OR "demand driven acquisition?") AND ebook?
Limited to Peer reviewed only
10 results