Publishing from the periphery: global wine and trade books

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Roadmap

- Why choose UofA Press?
- What penetration and impact?
- What net benefits for UofA, and Australia?
- What next?
Why choose UofA Press?

... especially in this ERA era?

I use it for just a minority of my books

Others are with CUP, Univ of Michigan Press, Springer/Palgrave Macmillan, Edward Elgar, Allen & Unwin, ...

First 5 ebooks were trials for UofA Press in 2009
Reforming Trade Policy in Papua New Guinea and the Pacific Islands: What Roles for WTO and APEC? (with M. Bosworth)
- AusAID-funded

Indonesia in a Reforming World Economy: Effects on Agriculture, Trade and the Environment (edited with R. Stringer, Erwidodo and T. Feridhanusetyawan)
- ACIAR-funded

The Economics of Quarantine and the SPS Agreement (edited with C. McRae and D. Wilson)
- Biosecurity Australia-funded

The Building of Economics at Adelaide, 1901 to 2001 (with B. O’Neil)
- School of Economics-funded

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Wine ebooks:

Why choose UofA Press?

- Free in ebook form, => far more dissemination
- Quick to be published
- Rapid and low-cost print-on-demand capability
- Easy to change ms, from correcting minor errors to completely revising or replacing with a new edition
What penetration and impact?

3 trade policy ebooks:
- >10,000 downloads each
  - Comparable with my 4 ebooks freely available on World Bank’s website since 2010

3 UofA-focused ebooks:
- Also >10,000 downloads each, despite their narrow topics
What penetration and impact? (continued)

Global Wine Markets:

>65,000 downloads

... far more than when an earlier version was published online by Wine Australia

Around 100 citations on Google Scholar (plus many more in wine magazines, wine blogs, wine books, ...)

Helped by being cited in ‘Globalization’ entry in J. Robinson’s *Oxford Companion to Wine*
What penetration and impact? (continued)

Winegrape Varieties: >65,000 downloads

-- helped by winning 2014 OIV Prize

-- complements Jancis Robinson et al. (2012), Wine Grapes
What penetration and impact? (continued)

Aust wine history annual downloads are fewer because of national rather than global content
What net benefits for UofA?

- Commercially published books have far narrower reach than free ebooks
  - sales of which are typically only hundreds, compared with **tens of thousands** of ebook downloads

  - Hence more likely to be cited? (depends also on degree of promotion by author and publisher: should UofA Press be given a larger marketing budget?)

- Cost of publishing an ebook is a tiny fraction of cost of research from which it resulted
What net benefits for Australia?

- All 3 wine books are complemented by Excel databases that are freely downloadable at www.adelaide.edu.au/wine-econ

- which means the data are used by thesis writers, other researchers, and market & policy analysts

  - which in turn benefits Australian industry & researchers
What next?

Two forthcoming UAP ebooks in 2017:

  • complementing our edited volume on *Wine’s Evolving Globalization: A New Comparative History*, Cambridge University Press, late 2017

- Anderson, K., *Finishing Global Farm Trade Reform: Implications for Developing Countries*
  • for DFAT, complementing my *Agricultural Trade, Policy Reforms, and Global Food Security*, Palgrave Macmillan, 2017