

# Only Connect

the finding and the using of  
scholarly content

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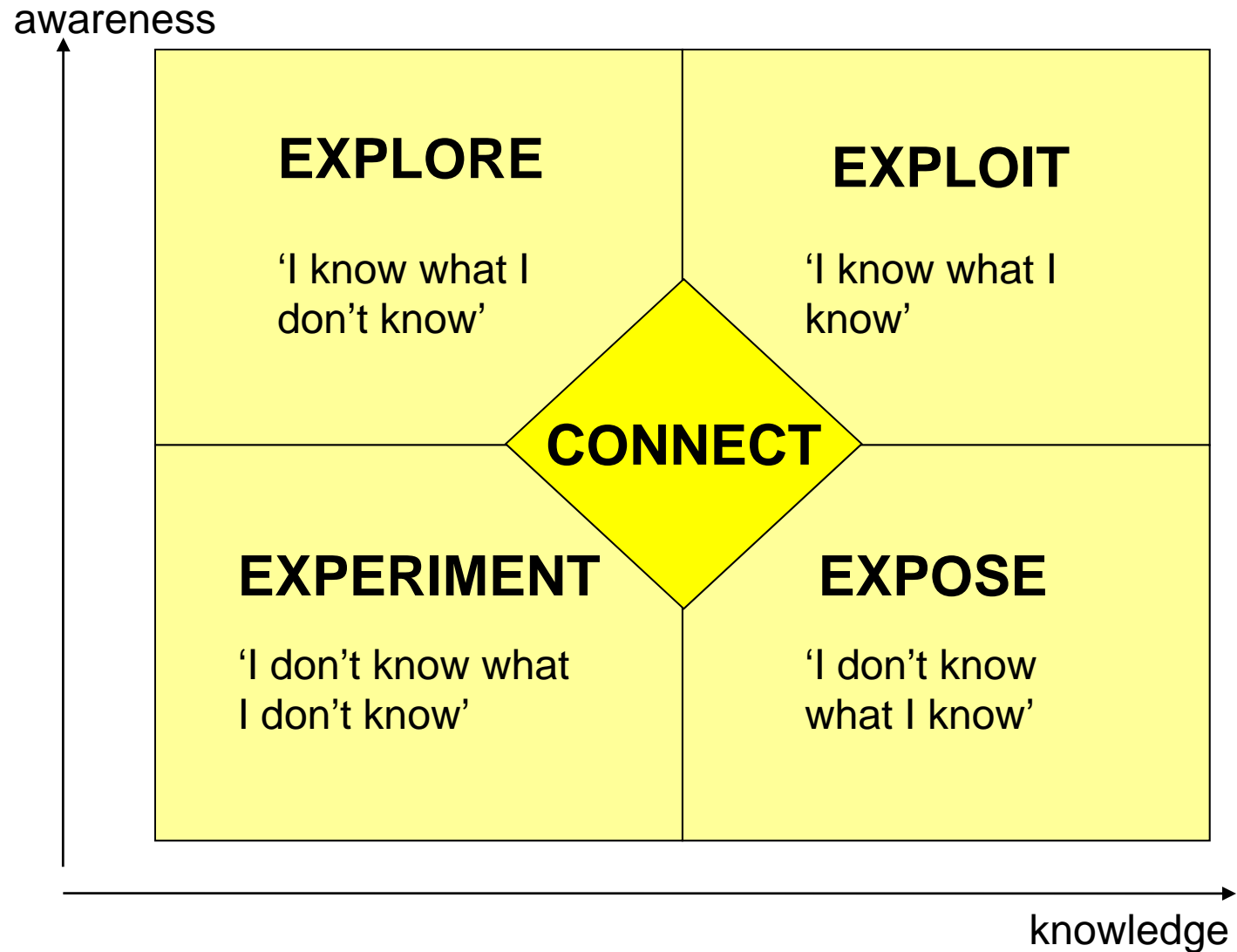
twitter



*How do they shape  
users' expectations?*



# Finding and using: the theory





# Finding and using: the practice

Connect

=

Discovery

+

Delivery

# Discovery



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# Discovery

- aggregated search
- integrated resources
- network effects
  - human
  - machine
- breaking down boundaries





# Delivery





# Delivery

- simple access
- intuitive interface
- flexible models
- minimal DRM
- ubiquitous
- immediate
- connected



# Dull (but essential)

- standards
  - ONIX, MARC
  - ePub
- data quality
- rights
- DAM/DAD



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**Body Language in Business**  
*Decoding the Signals*  
**Adrian Furnham** and **Evgeniya Petrova**  
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This book is about body language: signals we send and receive, messages we transmit and decipher, and 'statements' we make about ourselves nonverbally. Body language is the most primitive system of communication that we share with other species in the animal kingdom. We also use it in the board room and the salesroom to great or little effect. It is the language that we all speak regardless of background or upbringing. It is in our 'DNA': it is a part of our human nature, the very stuff of communication.

In this book we seek to clarify a few issues. Firstly, we pose and answer the question what does it entail to communicate via body language. Secondly, we deal with the issues of how body language can be used and, regrettably, sometimes abused, to communicate. There is much confusion (and dare we say nonsense) about how to interpret nonverbal signals. Finally, we choose to concentrate on practical

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# Any Questions?



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