springer.com





Book Performance Report 2015

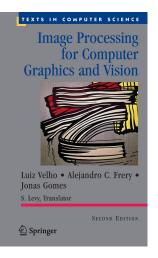
June 2016

Dear Luiz Velho,

We are pleased to provide you with this overview of how your eBook has been performing on the market and give you an update on our latest developments. 2015 was an exciting year, as it marked the merger between Macmillan Science and Education and Springer Science+Business Media to form **Springer Nature**. Together we can serve our customers even better, and a strong focus on services for our authors is a major part of our strategy. Just recently we were able to increase your author discount on book orders from 33% to 40%.

Have you already used Bookmetrix? Now celebrating its 1st birthday, it has already become a highly appreciated tool (750,000 page views per month) that gives you transparent information on your eBook's impact – on a chapter level or for the entire book. Take a look at your book's home page on SpringerLink or springer.com to find the numbers of citations, social media mentions, Mendeley readers, reviews or downloads updated nearly in real-time.

For now, take a look at the following pages to find consolidated data for the past calendar year.



ISBN 978-1-84800-193-0 (ebook)

ISBN 978-1-84800-192-3 (print book)

Availability of and results for your eBook

Since its online publication on December 15, 2008, there has been **a total of 21,124 chapter downloads** for your eBook on SpringerLink. The table to the right shows the download figures for the last year(s).

This means your book was one of the **top 50% most downloaded eBooks** in the relevant Springer eBook Collection in 2015.

- In addition to the collections, Springer eBooks are available for individual use from our web shop. Your book can be ordered/downloaded directly from its homepage.
- MyCopy: Your book is available as a <u>MyCopy version</u>, which is a unique service that allows library patrons to order a personal, printed-on-demand softcover edition of an eBook for just \$/€24.99.
- To further widen the distribution of your book, it has also been made available in the following shop(s):
 - Apple iTunes Google play

As you can see, the electronic version reaches a broad readership and provides increased visibility for your work. This is especially noticeable in the long run: statistical data show that the usage of electronic publications remains stable for years after publication.

Spreading the word about your book

To present your book **Image Processing for Computer Graphics and Vision** to its potential readers and make it findable by search engines, it has its own **home page**, which can be **shared through social media** and where you can **download a flyer** for your book! **In 2015 this page was visited 1,179 times.**

- Your book has been announced by the **New Book Alert**, our largest customer emailing.
- Did you know that lecturers and instructors can request an Online Examination Copy
 of your textbook directly from your book's home page? Thus your book is available
 to them online at any time. They simply log in with their instructor information and
 receive online access to read and peruse your book before potentially choosing it for
 their students
- Journal editors, journalists or bloggers can request a free Online Review Copy of your book from its home page. This online service makes it easy for these reviewers to read and review your book. As you know, reviews can be an excellent way to boost a book's visibility in the relevant communities and raise reader interest!

Year	Chapter Downloads
2015	4,144
2014	5,485
2013	2,794
2012	1,580
2011	1,858
2010	2,792
2009	2,471