

Book Performance Report 2017

April 2018

Dear Richard Allen Williams,

This report provides you with an overview of how your eBook performed on SpringerLink in 2017. We would also like to share some tips and services for you.

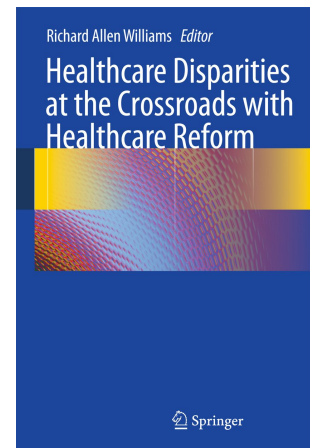
You might be familiar with Bookmetrix, a platform that compiles performance metrics for your books/chapters. Last year we **connected Bookmetrix to your MySpringer account**. While this report shows static, calendar-year data, your account shows you *current* SpringerLink usage data as well as the number of citations, social media mentions and book reviews.

Clicking on one of these metrics takes you to the Bookmetrix page for your book where you can find **benchmarks: how your book compares to the average of other titles published in the same year and discipline**.

Just a reminder, you can access MySpringer [here](#).

Best wishes,

Your Springer Marketing team



ISBN 978-1-4419-7136-4
(ebook)

ISBN 978-1-4419-7135-7
(print book)

Availability of and results for your eBook

Since its online publication on February 02, 2011, there has been a **total of 19,343 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 eBook Collection in 2017.

- 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 [home page](#).
- MyCopy: Your book is available as a [MyCopy version](#), 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 eBook, it has also been made available in the following shop(s):
Amazon Kindle Shop
Apple iTunes
Google play

eBooks reach a broad readership and provide global visibility for your work.

Spreading the word about your book

To present your book **Healthcare Disparities at the Crossroads with Healthcare Reform** 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 2017 this page was visited 317 times.**

- Your book has been announced by the **New Book Alert**, our largest customer emailing.
- Journal editors, journalists or bloggers can request a free **Online Review Copy** of your book from its home page. This online service makes it especially easy for them to write a review. As you know, reviews can be an excellent way to boost a book's visibility in the relevant communities and raise reader interest!

From the reviews:

From the reviews:

"This book discusses healthcare disparities within the context of healthcare reform. ... The audience includes anyone who has a vested interest in healthcare. ... There is no comparable book on the market. Many books address health disparities but not in the manner this one does. It presents the root causes of disparities, discusses the current legislation, and then presents some living examples within the clinical arena. The backdrop of healthcare reform as a platform for attacking health disparities makes this book unique." (Carole Ann Kenner, Doody's Review Service, May, 2011)

Tips and services

Engage on social media – talk about your book

Are you an active social media user? Remember to talk about your book and share the link to your book with your community. What inspired you to write it? How many downloads

Year	Chapter Downloads
2017	4,514
2016	3,402
2015	3,313
2014	3,700
2013	2,322
2012	1,149
2011	943

did it get last year? Posts about your book can reach potential new readers, and help get it cited and get more reviews.

Find a Springer social media account in your discipline and connect with your community: springer.com/social-media

Download your author badge

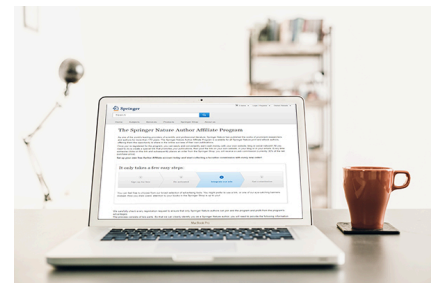
Download it and stick it to your website, post it on social media or place it in your email signature and hyperlink it to your book. Use your author badge to promote your book.

bit.ly/authorbadges



Book author affiliate program

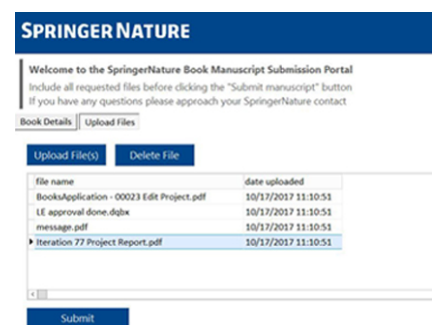
Set up your own free author affiliate account today and start collecting a lucrative commission with every new order! springer.com/author-affiliate



Book manuscript submission portal

Manuscript uploading made easy! The book submission portal offers an easy and secure way to upload final book manuscript files to our book production system.

bit.ly/bookmanuscriptsubmissiontool



18 author services to know in 2018

If you are seeking a quick summary of our key author services, [download this short guide](#).



Open access books and funding options

We publish open access books in science, technology, medicine, the humanities and social sciences. Publishing an open access book with us leads to seven times more downloads, 50% more citations and ten times more online mentions on average than publishing a book through the non-open access route. We offer a variety of book types including monographs, edited volumes, proceedings, SpringerBriefs and chapters. In addition to the electronic version, customers can order a printed edition at a reduced rate. Authors retain copyright. The default Creative Commons Attribution (CC BY) 4.0 International License facilitates free re-use and sharing.

springeropen.com/books

twitter.com/SN_OAbooks

Contact our free open access support service to discover and apply for open access funding, and to check compliance with funder or institutional open access requirements.

www.springernature.com/gp/open-research/funding/books



Thank you!

Thank you again for publishing with us. It is our privilege to disseminate your book among the scientific community and we look forward to working with you on your next book, chapter, or journal article.

Your Springer Marketing Team