**STIMULUS**

Search for information

**DISCOVERY**

Explore and assess content

**EVALUATION**

Order inspection copy

**ACCESS**

Assess approach and strength of adoption

**ACCESS**

Order copies from Library

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- **STAGE:**
  - **DISCOVERY:**
    - Stuck
    - Go to publisher website
  - **EVALUATION:**
    - Evaluate results
    - Wait a while
    - Request inspection copy
    - Order product
    - Generate feedback to publisher
  - **ACCESS:**
    - Order copies from Library

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- **DOING:**
  - Spot title info
  - Note titles of interest in bibliography of another book.
  - Search on publisher website
  - Evaluate results
  - Wait a while
  - Request inspection copy
  - Order product
  - Generate feedback to publisher

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- **THINKING:**
  - "That sounds like what I might be looking for"
  - Another book
  - Search on publisher website
  - Evaluate results
  - Wait a while
  - Request inspection copy
  - Order product
  - Generate feedback to publisher

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- **FEELING:**
  - Excited
  - Interested in exploring

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- **BARRIERS:**
  - Book isn’t available as a print inspection copy.
  - Unacceptable system.
  - Unable to access book without intervening.

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- **TOUCHPOINTS:**
  - Publisher
  - Bookseller
  - Third Party

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- **LOCATION/DEVICE:**
  - Home laptop or office PC

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- **TEACHER/RESEARCHER:**
  - Part-time lecturer
  - Former publishing professional
  - Completing PhD
  - 6 years in academia

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- **PRODUCTION:**
  - Produced by Anna Faherty

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- **FUNDING:**
  - Strategic Content
  - Supporting the Academic Book of the Future

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- **FOOTER:**
  - Strategic Content
  - Communicating stuff. Really well.