Top Ten Titles
(This is a warm up!)
Top 10 requested titles in WorldCat Resource Sharing in FY12

http://oc.lc/illfunfacts
My predictions in November 2012

# 61

Life of Pi
Yann Martel

# 694

(Soundtrack!)

Team of Rivals
Doris Kearns Goodwin

# 4

The Hobbit
J.R.R. Tolkien

Cloud Atlas
David Mitchell
Most requested titles in FY13?

**NUMBER 1**
3300 Requests
Rank 2012 – #4
$2.02 Amazon price

**NUMBER 2**
2927 Requests
Rank 2012 YTD - #401
$8.74 Amazon price
Top Ten Monographs FY 2013

- Fifty Shades of Grey by E.L. James
- Gone Girl by Gillian Flynn
- Gut and Psychology Syndrome by Dr. Natasha Campbell-McBride
- Cloud Atlas by David Mitchell
- Tales of a Rascal by Robert Blake
- Proof of Heaven: A Neurosurgeon’s Journey into the Afterlife by Eben Alexander, M.D.
- Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg
- Once We Were Brothers by Ronald H. Salson
- The Untethered Soul: The Journey Beyond Yourself by Michael A. Singer
## Seven most enduring monographs in OCLC ILL past 3 years

<table>
<thead>
<tr>
<th>Rank 2013</th>
<th>Rank 2012</th>
<th>Rank 2011</th>
<th>Title</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>10</td>
<td>74</td>
<td>DANCE WITH DRAGONS</td>
<td>559</td>
</tr>
<tr>
<td>92</td>
<td>49</td>
<td>16</td>
<td>INTRODUCTION TO ALGORITHMS</td>
<td>428</td>
</tr>
<tr>
<td>42</td>
<td>52</td>
<td>4</td>
<td>MARGIN OF SAFETY : RISK-VERSE VALUE INVESTING STRATEGIES FOR THE THOUGHTFUL INV</td>
<td>597</td>
</tr>
<tr>
<td>37</td>
<td>53</td>
<td>34</td>
<td>48 LAWS OF POWER</td>
<td>615</td>
</tr>
<tr>
<td>57</td>
<td>56</td>
<td>23</td>
<td>RESEARCH DESIGN : QUALITATIVE, QUANTITATIVE, AND MIXED METHODS APPROACHES</td>
<td>524</td>
</tr>
<tr>
<td>34</td>
<td>69</td>
<td>87</td>
<td>WRITING YOUR JOURNAL ARTICLE IN 12 WEEKS : A GUIDE TO ACADEMIC PUBLISHING SUCCES</td>
<td>649</td>
</tr>
<tr>
<td>60</td>
<td>95</td>
<td>67</td>
<td>BEHOLD A PALE HORSE'</td>
<td>520</td>
</tr>
</tbody>
</table>
Law 18 – Do not build fortresses to protect yourself
   – Isolation is dangerous
Law 28 – Enter action with boldness
Law 29 – Plan all the way to the end
Law 35 – Master the art of timing
I is for ?
Innovation
Innovation in music
The world’s libraries. Connected.
Here comes the science bit......
DIFFUSION OF INNOVATIONS

FIFTH EDITION

EVERETT M. ROGERS
Four main influential elements

- The innovation itself
- Communication channels
- Time
- Social system
Adoption Theory - The Diffusion of Innovation
Adoption Theory - The Diffusion of Innovation

- Innovators: 2.5%
- Early adopters: 13.5%
- Early majority: 34%
- Late majority: 34%
- Laggards: 16%
I is for ?
Case study number 1

Innovation and Interlibrary Loan
Once upon a time....
Who uses Ariel?
CROSSING THE CHASM
MARKETING AND SELLING HIGH-TECH PRODUCTS TO MAINSTREAM CUSTOMERS

For the most astute companies this book provides the blueprint for success, for the others it is a manual for their survival, and for all it is a great read.
—William Davidow, general partner, Mohr Davidow Ventures

A Business Week Bestseller

REVISED EDITION
Who uses Article Exchange?
Four main influential elements

- The innovation itself
- Communication channels
- Time
- Social system
Article Exchange users

The world’s libraries. Connected.
Case study number 2

Innovation and Interlibrary Loan
Once upon a time....
<table>
<thead>
<tr>
<th>Collection</th>
<th>ILL Terms</th>
<th>Instructions</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAGE Heal...</td>
<td>Yes</td>
<td><a href="http://link.worldcat.org/?rft.institution_id=85999&amp;pkqName=sagehealth&amp;issn=1753-4666&amp;">http://link.worldcat.org/?rft.institution_id=85999&amp;pkqName=sagehealth&amp;issn=1753-4666&amp;</a>...</td>
<td></td>
</tr>
</tbody>
</table>
Alias, OCLC and the knowledge base timeline

- **2010**: Field test – 16 libraries
- **2011**: 22 libraries
- **2013**: 312 libraries

+ 69 libraries using Alias
Four main influential elements

- The innovation itself
- Communication channels
- Time
- Social system
How to make a change?
The "New Normal"

http://www.nytimes.com/interactive/your-money/carl-richards-gallery.html?_r=0
http://www.nytimes.com/interactive/your-money/carl-richards-gallery.html?_r=0