

Resources

- OBC Outreach Strategy blog: [Building Effective Outreach Strategies for Open Access Book Initiatives: Lessons Learned from the Open Book Collective](#)
 - [Business Models for OA Books](#)
 - [Cookbook](#), chapter 3.13-3.15
 - JISC NUP Toolkit, [Marketing](#)
 - [Jisc](#) & [OAPEN](#) Publisher information on open access monographs updated Feb 2016 Short title: [Jisc](#) & [OAPEN](#) Publisher Information
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