Reissuing and Promoting 42 Slavic Studies Titles as Free Ebooks

A White Paper of Borderlines Foundation
for Academic Studies on Releasing and
Promoting Open Access Publications

Borderlines
Foundation for
Academic Studies

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INTRODUCTION

Background

In 2017, Borderlines Foundation for Academic Studies received a grant (Grant # 11700638) from the National Endowment for the Humanities' and The Andrew W. Mellon Foundation's collaborative **Humanities Open Book Program** to support a one-year project to reissue and promote 42 Slavic studies titles from **Academic Studies Press** (ASP) as free ebooks.

Originally published between 2008-2016, the proposed titles had sold in low numbers despite their intellectual significance, positive reviews, and value for teaching and research. The books included many first-ever translations of seminal works in Russian literary and cultural history, many first-ever English-language studies of key figures in Russian literature, and many original studies based on rare archival materials. Working in partnership, Borderlines Foundation and ASP set out to show that these books' sales figures belied their intellectual significance and potential to contribute meaningfully to teaching and research in Slavic studies and the humanities and to the edification of the general reader.

At the project's outset, the 42 included titles sold an average of 191 copies (high: 425; low: 74; median: 159). The average price was listed at $66.30. With such low sales figures, many of these titles were not widely available in academic libraries, and many were too expensive to purchase for individual or classroom use. These low sales figures resulted primarily from libraries reducing their budgets in the years following the 2007-2008 financial crisis—the year ASP was founded; from unfavorable terms with distributors, which have since improved; from competition with large university and commercial presses, which have significantly larger marketing budgets; and to some extent from the press being initially unknown in the academic marketplace.

In recent years, recognition of the press has grown. More of the press's books have been reviewed in prominent journals; several of the press's projects continue to receive financial support from prominent universities and organizations; co-publishing ventures with internationally-recognized institutes and research centers have been undertaken; the press's books have won major awards; and logistics and marketing of frontlist titles has improved significantly. While all the proposed titles were previously available in hardback editions through print-on-demand publishing, most sold less than a dozen copies per year, which effectively rendered them "out of print." And while many of the proposed titles had currently existed as PDFs or MOBI-based ebooks, they had been purchased only in small numbers by academic libraries. The Humanities Open Book grant has allowed Borderlines and ASP to creatively advertise and distribute the ebooks directly to groups of academic and general readers interested in these titles at no cost to the end user in a variety of digital formats. It has also allowed the creation of lower cost paperback editions of the volumes for individual or classroom use.

Expected Outcomes and Benefits

At the outset of the project, we determined the following expected outcomes and benefits:

- By making the books freely available and marketing them in a direct and creative way, we expected that they would receive the attention and use that they deserve based on their high scholarly qualities, intellectual significance, and appeal to general interest readers. We expected the books to be greeted as a windfall by researchers and teachers in Slavic studies and by interdisciplinary researchers in fields such as history, Jewish studies, religious studies, and literary studies.

- We expected the authors of these books to be excited for a period of renewed, intense promotion, and we expected that they would be instrumental in promoting and disseminating their books.

- We expected that free digital access to the books would encourage use and sharing by the public, students, and relevant cultural and professional organizations; and that readers in countries where ASP books are not widely available or sold would benefit from free access to a broad collection of research and teaching materials.

- We expected readers to benefit and usage to increase by making the volumes available in several digital formats, including PDF and EPUB file formats.

- We expected to learn more about the effectiveness and scalability of the proposed marketing strategy when applied to a large number of open access publications and to share these lessons with the academic community.

The following report includes an overview of the marketing portion of the project as well as results, lessons learned, and conclusions. While this white paper captures early results and responses, both Borderlines Foundation and ASP consider the "Reissuing and Promoting 42 Slavic Studies Titles as Free Ebooks" project as ongoing and will continue to promote, monitor, and evolve the project going forward.

MARKETING

Once the books were released as Open Access publications, ASP began the process of marketing the volumes and the project through a variety of different promotional activities.

Knowledge Unlatched Open Services Program

It became apparent at the beginning of this project that discoverability of the open access editions was vital to ensure increased awareness and usage. We decided to use some of the funds originally allocated to print advertisements to instead enroll all 42 titles in **Knowledge Unlatched's (KU) newly launched Open Services program**. Whereas print advertisements would undoubtedly reach a targeted audience, their effectiveness would be limited in scope and length of time. Alternatively, KU's Open Services streamlined a number of open access procedures, provided crucial open access infrastructure and archiving, and ensured maximum discoverability across several platforms and search engines.

Recognized as the largest global initiative as a cooperative funding mechanism for OA books and bringing together over 70 publishers and 450+ libraries, KU's Open Services is separate from their fundraising initiative. KU assists in depositing content into a number of OA repositories (OAPEN, Hathi Trust, JSTOR, ProjectMuse); ensures titles are present in discovery systems (Directory of Open Access Books, Google Scholar, ProQuest Serial Solutions, ExLibris (Primo Central), EBSCO Discovery Service, Knowledge Base, Worldcat, and others); provides MARC records, ONIX records, DOIs and direct push notifications to 450+ libraries and partners; captures analytical usage data, including geographic usage and total view counts; and archives the content with Portico and CLOCKKS ensuring future digital availability.

Again, we felt the breadth of repositories KU was able to deposit to; the quality of MARC records, ONIX records, and push notifications KU provided; their current reputation in the open access community; the value of their analytics; and the preservation of the open access content in digital archives far outweighed the benefits of many of the print advertisements originally scheduled and made for more effective marketing overall.

Part of our strategy to make these books as accessible as possible was to ensure that open access content was available in the fewest possible clicks. Additionally, we opted not to include any sort of digital barriers that would require the reader to create an account or enter identifying information such as an email address. Using this strategy, KU's Open Services allowed the open access content to become readily available with little effort to those who searched a title. For example, the below screenshot captures a basic Google search of the title *Soviet Jews in World War II.* Four out of ten results displayed on the first page direct the user to an OA edition of the book, including one link that automatically downloads the PDF format directly from the Google search engine via OAPEN.
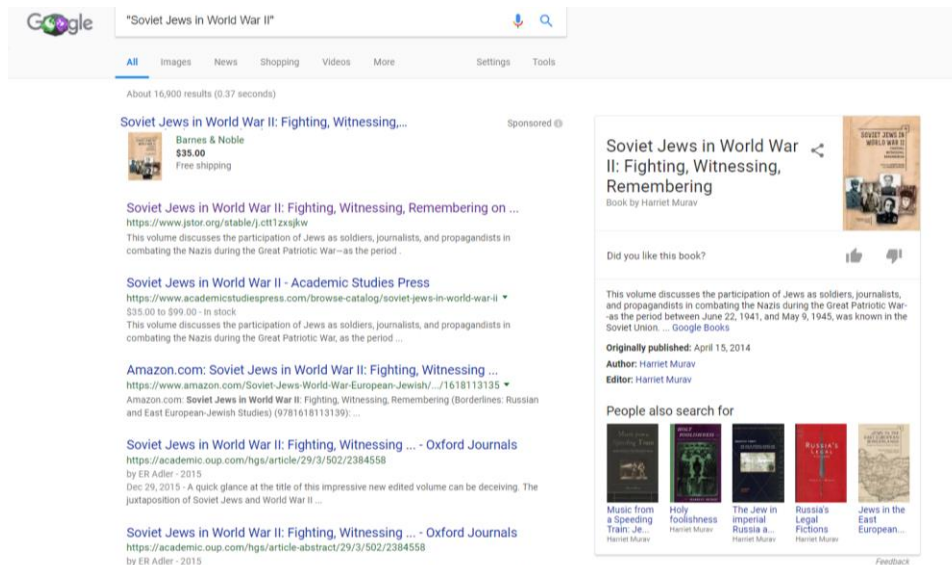
Figure 1: Google search results yield open access editions of volume.

By ensuring that key words were attributed to outgoing metadata, it was made possible that similar results are displayed for variations on the title, such as *Soviet Jews in World War II* without quotes, Russian Jews in WWII, Jewish Russians in World War 2, Soviet Jews in the Second World War, etc.

When searching OCLC's World Cat, similar results are yielded. For example, the below screenshot demonstrates results yielded for the same title. In addition to listing any physical library holdings, the results also display direct links to the open access content.
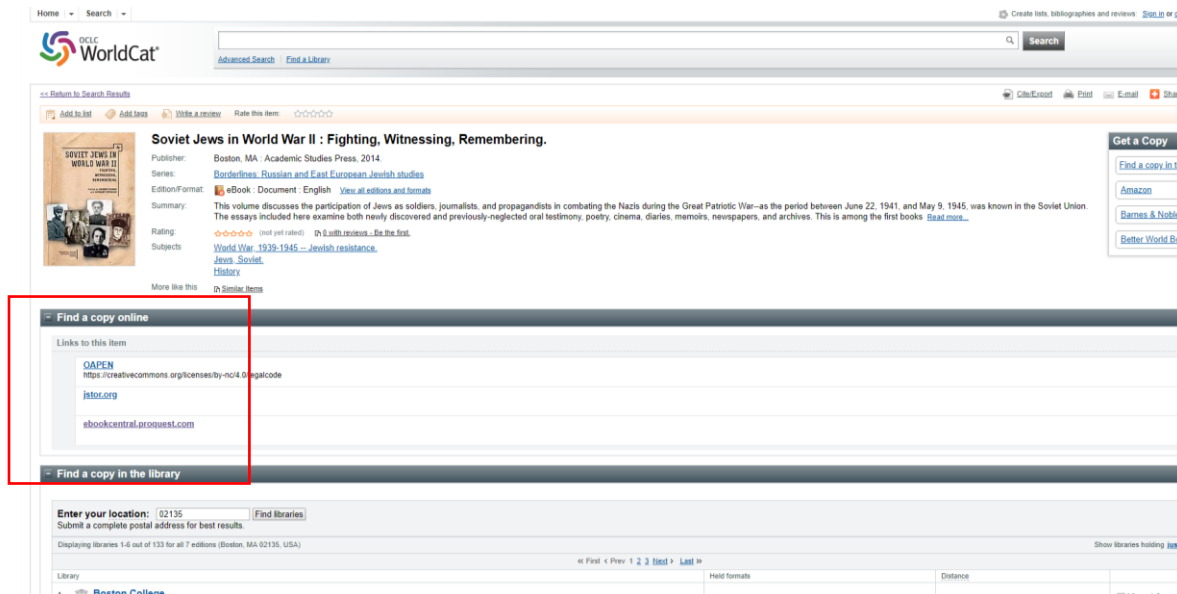

Figure 2: OCLC's World Cat quickly offers open access options to searched titles.

As mentioned above, KU's Open Services also provided push notifications and MARC records to over 450 academic libraries. These notifications and records ensured that patrons utilizing library databases would easily recognize the availability of open access content.

Social Media Marketing

We utilized social media to inform both those within and beyond the academic community about the project. The primary two platforms we used were Twitter and Facebook. On both platforms, we created daily posts for each of the 42 volumes. We created attractive advertisements that announced the open access and paperback formats. We directed those interested in the open access format to JSTOR to ensure that views, downloads, and geographic location were captured.
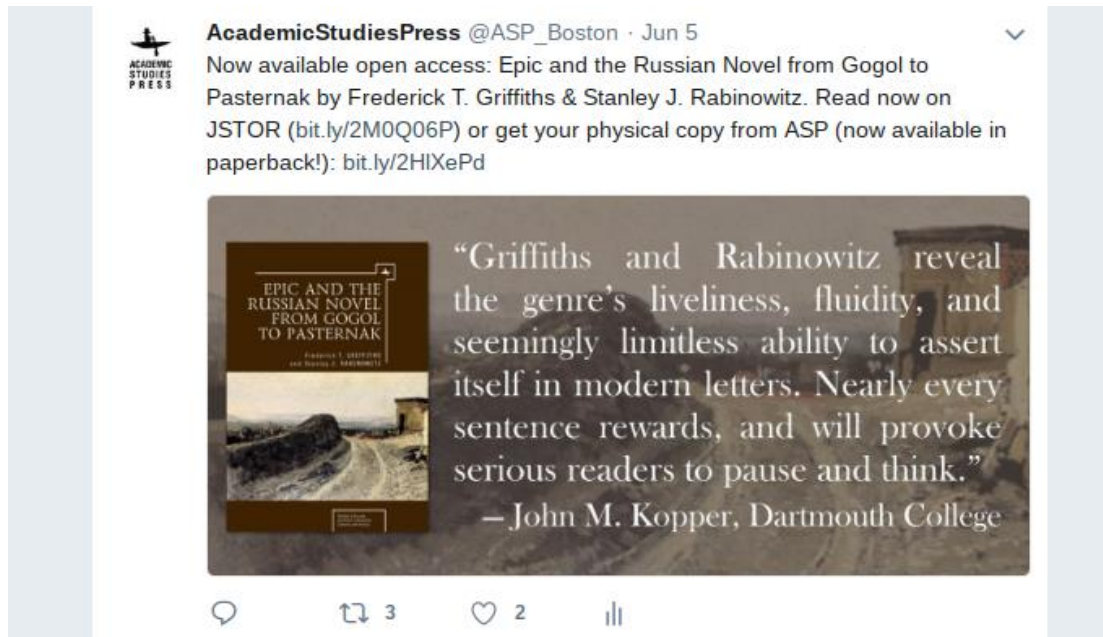

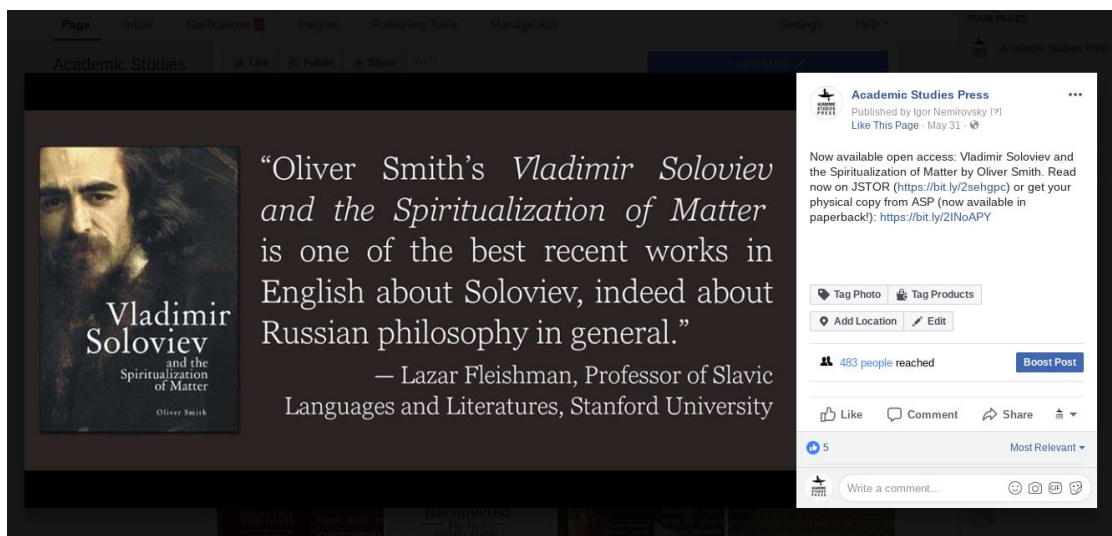*Figure 3: Example of Twitter post promoting open access volume.*

Figure 4: Example of Facebook post promoting open access volume.

These posts allowed academics, researchers, students, authors, series editors, and general readers to retweet, share, comment, tag, and like. Overall, our posts received favorable response and

interaction. In addition to heightening awareness of these publications, social media helped to build a community around the project.

Advertisements

Although we did reallocate some of our advertising funds to KU's Open Services, we felt one crucial publication to retain those funds for was **CHOICE: Current Reviews for Academic Libraries**. This publication, published by the Association of College & Research Libraries (a division of the American Library Association), is subscribed to by more than 2,200 colleges and universities worldwide, used by most major undergraduate institutions in the US and Canada, and serves national libraries in Europe, Asia, and Australia. Librarians and academics use *CHOICE* to make library acquisitions decisions. Therefore, promoting our open access titles within *CHOICE's* digital and print platforms allowed maximum reach to those responsible for acquiring and maintaining content for their institutions.

Our print advertisement was distributed at the ALA Midwinter Conference and also contained the highly regarded list of 2017 *CHOICE* Outstanding Academic Titles, thus guaranteeing high readership in the academic library community. As part of a bundled, discounted package, online banner and mobile app placement advertisements were created as well. Traffic to the Borderline Foundation's website increased from approximately 128 unique visitors a month to an average of 672 unique visitors a month.

Figure 5: The full page print advertisement run in the January 2018 edition of CHOICE
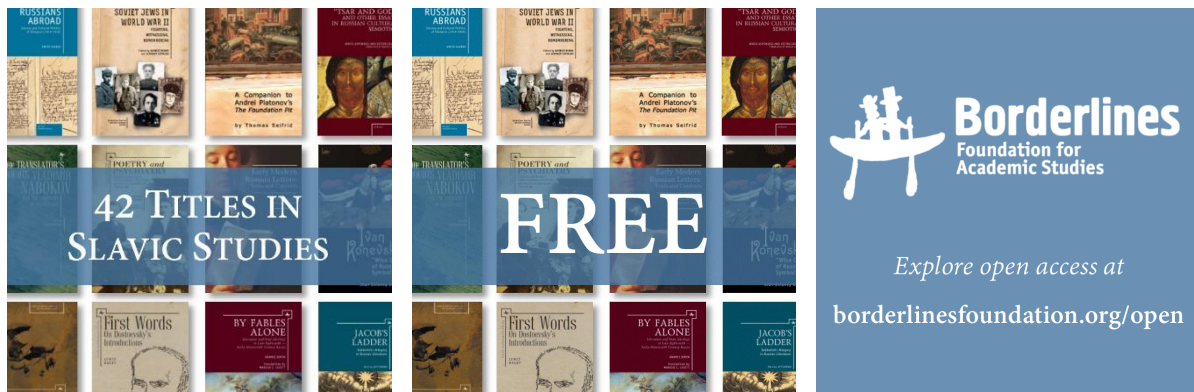
Figure 6: The digital revolving banner advertisement placed on CHOICE's website. Clicks were redirected to borderlinesfoundation.org/open

Listervs

We announced the project on several professional association listservs geared toward scholars active in Slavic studies and relevant interdisciplinary fields. These posts generally yielded click throughs to the open access content and also produced several inquiries from librarians regarding the nature of the project and where to receive MARC records.

Newsletter / E-Notifications

ASP also sent out a dedicated email notification to their subscriber list of over 2,300 academics, students, researchers, independent scholars, and librarians interested in Slavic studies. Further, highlights of open access titles are regularly featured in ongoing ASP newsletters. Significant spotlight on the project was given, for example, during **International Open Access Week**.

Catalog Distribution

A color catalog was created and distributed in both print and electronic formats. Electronic formats allow readers to click directly on included titles to be directed to the corresponding JSTOR page displaying the open access content and has been shared via newsletter email lists, listervs, social media, and organization websites. Print copies were distributed to participants and academic libraries (especially those with strong Slavic studies programs) and made available at relevant conferences. Although catalogs were not available in time for the **2017 Association for Slavic, East European, and Eurasian Studies (ASEEES) conference**, informational flyers were printed and distributed. Catalogs were made available at the 2018 **British Association for Slavonic and East European Studies** (BASEES) conference in the UK and will be available at the 2018 ASEEES conference and **Association for Jewish Studies (AJS)** conference this December. Catalogs are also regularly included in parcels for ASP book orders from libraries. The project was also featured in ASP's 2017 and 2018 annual catalogs.

Author Resources

Author Guides were created and made available on ASP's website. These guides provided instructions to authors on how to **promote their open access publications** on venues such as social media or Academia.edu. These guides were shipped to authors along with paperback editions of the volumes, an open access catalog detailing the project, and a letter encouraging the author to promote their volume and the project.
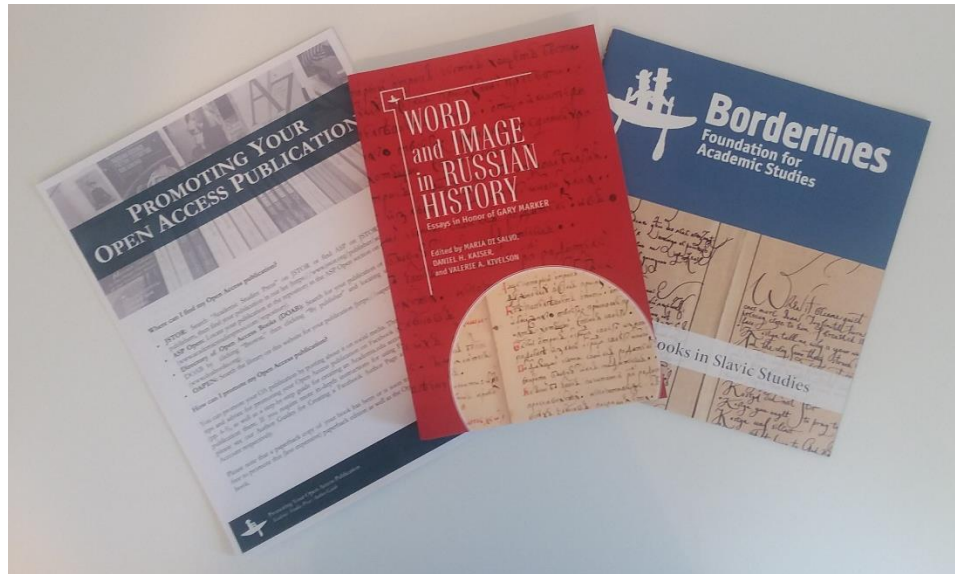

Figure 7: Example of kit contents mailed to participating authors

We relied on authors to help us find new creative ways to market their open access volumes. Some suggestions follow in the Author Survey section of this report.

Marketing Wrap Up

In general, our strategy to marketing these volumes and this project was to do so across as many platforms as possible and to also make the open access content as readily available as possible. Because the project is digitally based, we ensured clickable links to the content were always provided in any advertisements. Borderlines Foundation and ASP both continue to promote this project regularly, especially in newsletters and social media posts during related historical anniversaries or events, open access awareness campaigns, and when other relevant content has been released.

AUTHOR SURVEY

Several motnhs after officially releasing and marketing the open access titles, Borderlines Foundations disseminated a survey to participating authors. Totaling ten questions, the survey was designed to collect data on five main points:

1) Determine authors' overall impressions about their colleagues' familiarity with open access in general.
2) Determine authors' overall impressions about whether their colleagues and those outside of the academic community are aware of their open access publication.
3) Determine authors' likelihood of pursuing open access options for future publications.
4) Collect additional marketing strategies suggested by or employed by authors.
5) Collect any additional thoughts on the "Reissuing and Promoting 42 Slavic Studies Titles as Free Ebooks" project.

Surveys were disseminated to 49 authors in total (some volumes had multiple authors or editors). 19 responses were collected at the time of this white paper. The response rate, therefore, was 39% of total participants.

The first two questions in the survey concerned open access in general, and asked participants to consider to what effect they agreed or disagreed with the provided statement. The results follow:
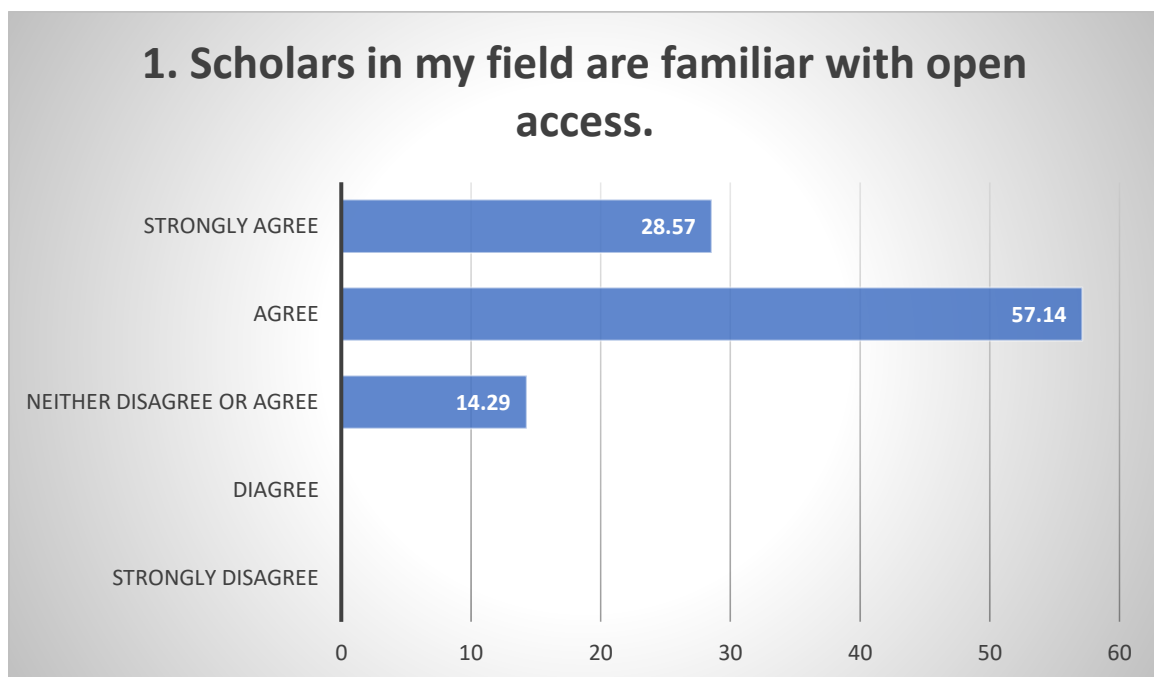

Chart 1: Scholars in my field are familiar with open access.

2. Open access will become more familiar to scholars in my field in the next five years

STRONGLY AGREE	57.14
AGREE	28.57
NEITHER DISAGREE OR AGREE	14.29
DIAGREE	
STRONGLY DISAGREE	
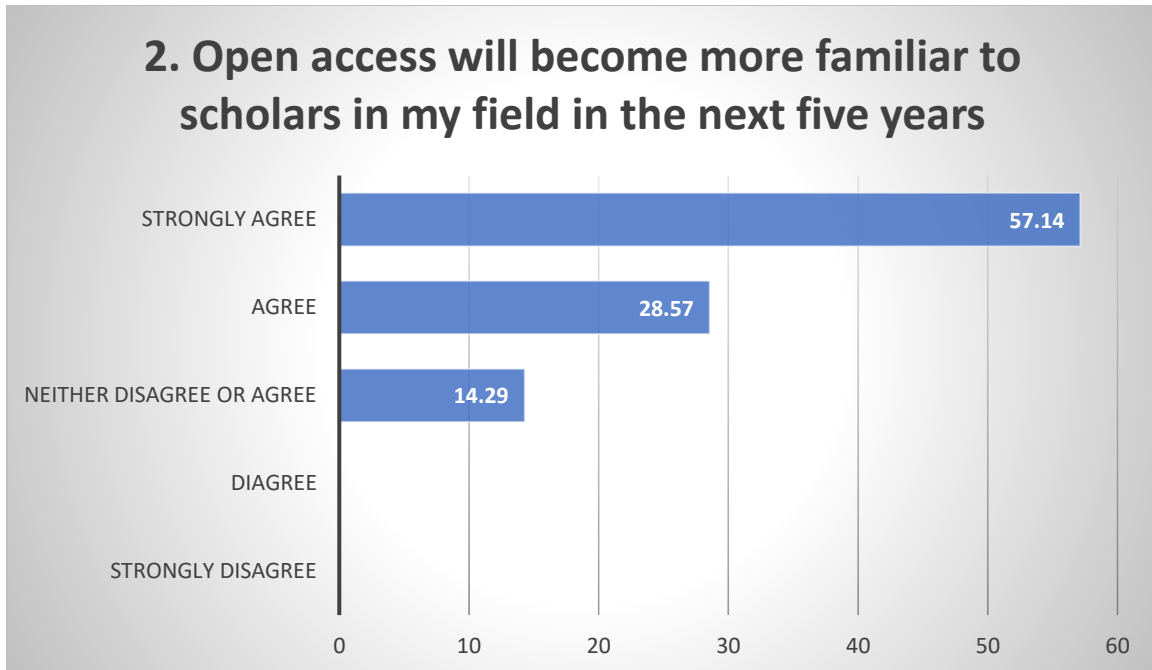
Chart 2: Open access will become more familiar to scholars in my field in the next five years.

Questions 3 through 6 asked respondents to consider to what degree they agreed or disagreed with the provided statement specifically regarding their open access volume as part of the "Reissuing and Promoting 42 Slavic Studies Titles as Free Ebooks". The results follow:

3. Scholars in my field know how to access my open access volume.

STRONGLY AGREE	14.29
AGREE	71.43
NEITHER DISAGREE OR AGREE	14.29
DIAGREE	
STRONGLY DISAGREE	

Chart 3: Scholars in my field know how to access my open access volume.

4. Open access has made my volume more available to researchers in my field.

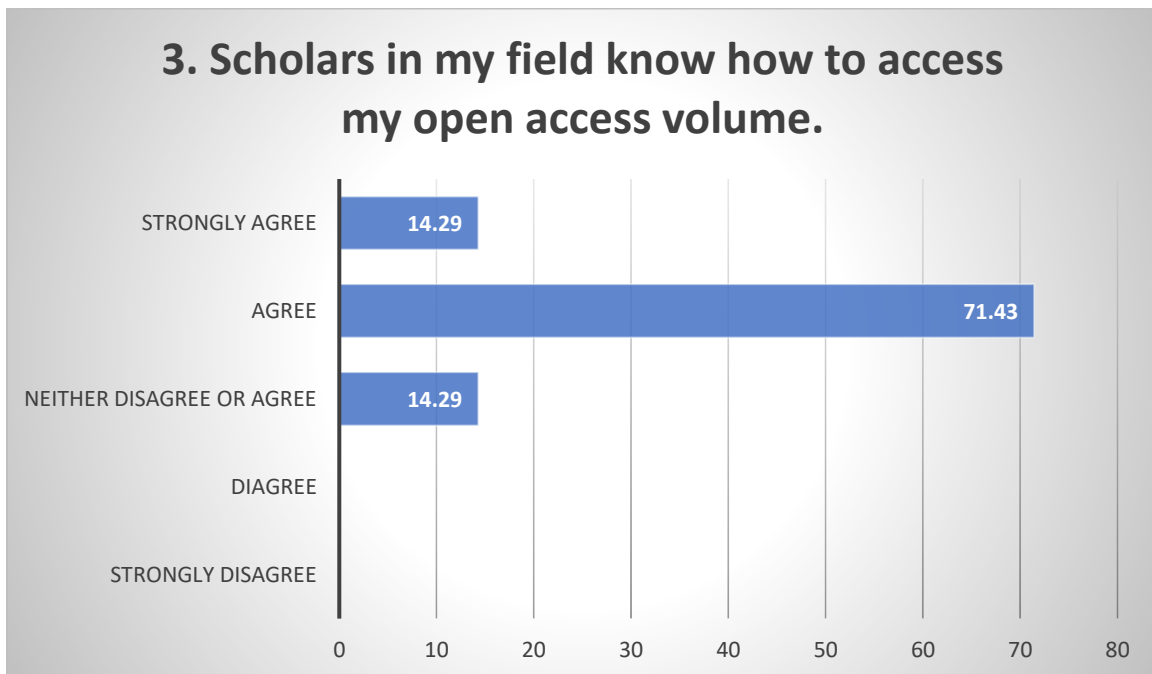| Category	Value
STRONGLY AGREE	28.57
AGREE	42.86
NEITHER DISAGREE OR AGREE	28.57
DIAGREE	
STRONGLY DISAGREE	

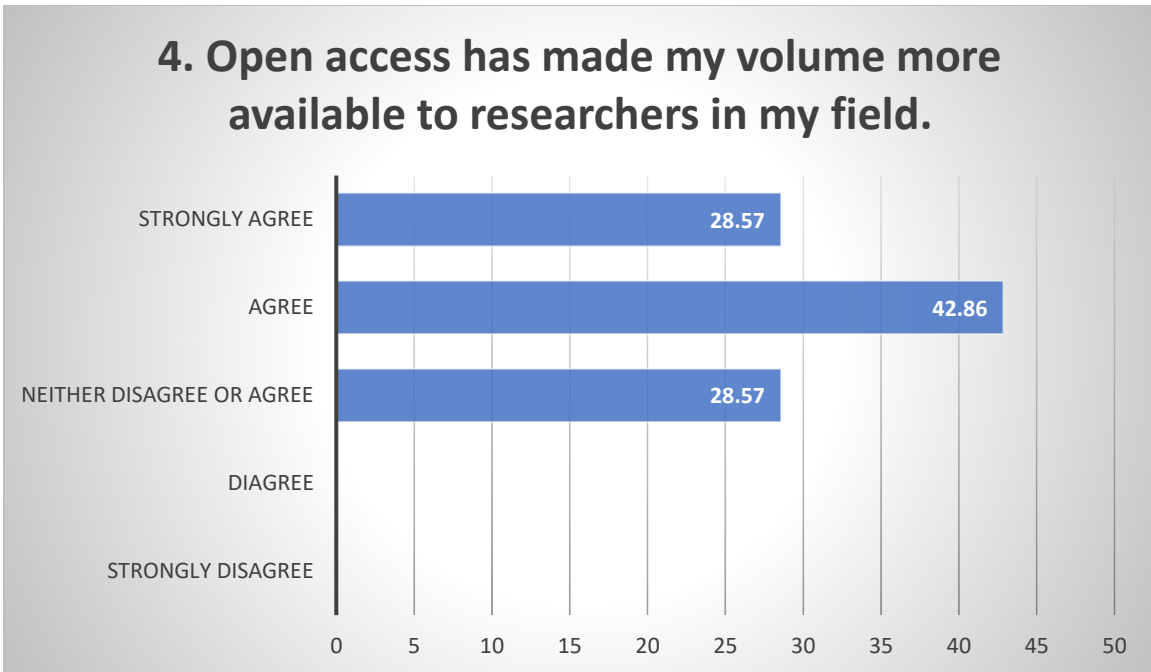*Chart 4: Open access has made my volume more available to researchers in my field.*

5. Open access has made my volume more available to a general audience.

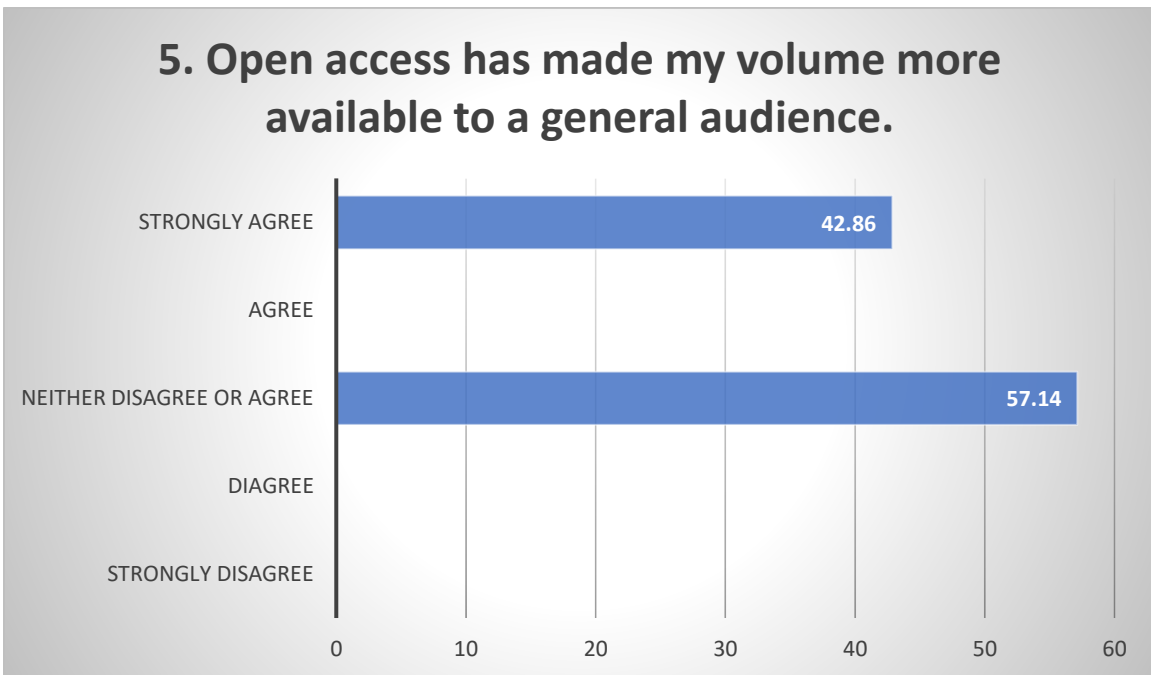| Category	Value
STRONGLY AGREE	42.86
AGREE	
NEITHER DISAGREE OR AGREE	57.14
DIAGREE	
STRONGLY DISAGREE	

Chart 5: Open access has made my volume more available to a general audience.

6. Open access has the potential to increase the number of citations my work receives.

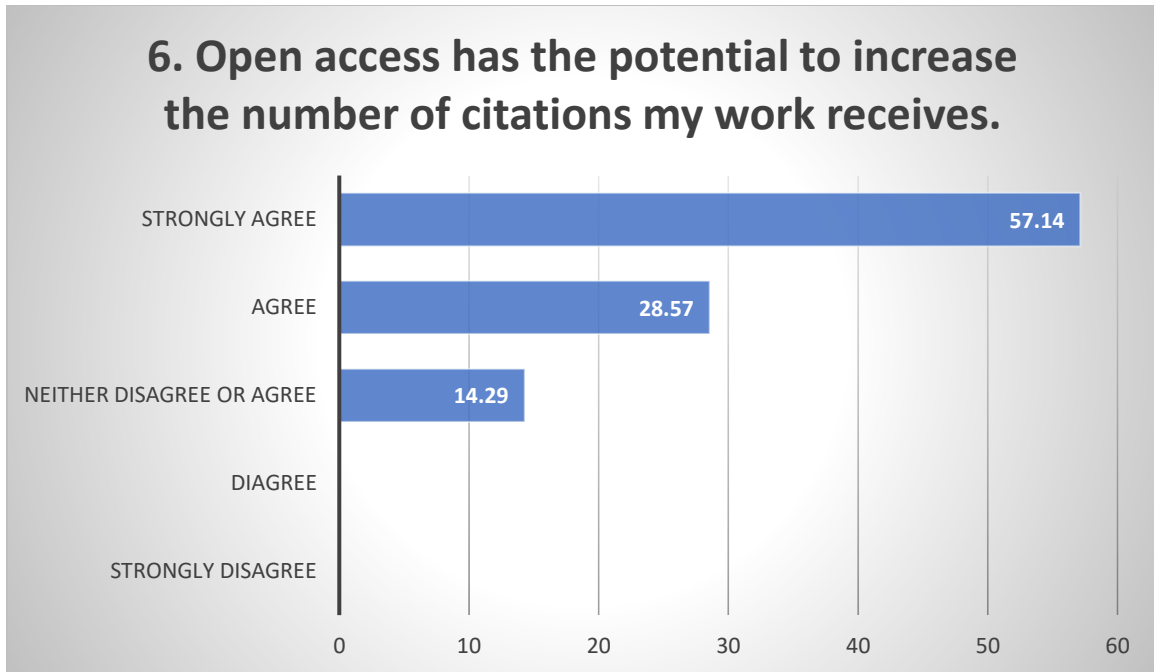|	
STRONGLY AGREE	57.14
AGREE	28.57
NEITHER DISAGREE OR AGREE	14.29
DIAGREE	
STRONGLY DISAGREE	

Chart 6: Open access has the potential to increase the number of citations my work receives.

Respondents were then asked to consider to what degree they agreed or disagreed that they would pursue future open access options.

7. I am likely to pursue open access options for my future publications.

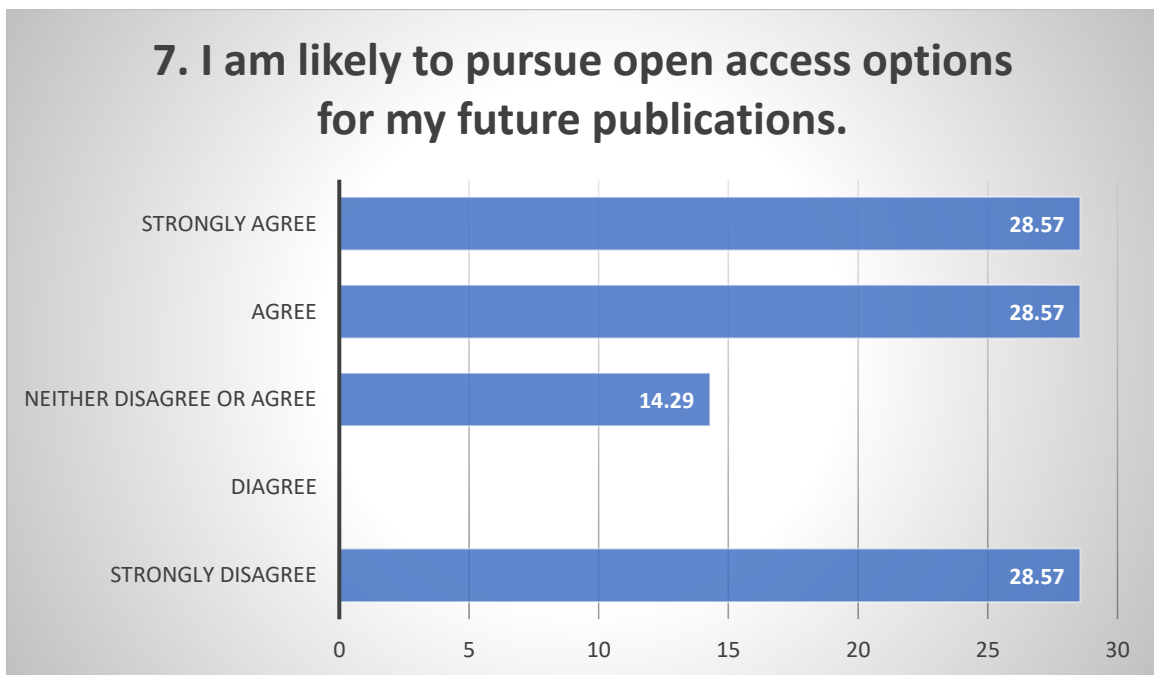|	
STRONGLY AGREE	28.57
AGREE	28.57
NEITHER DISAGREE OR AGREE	14.29
DIAGREE	
STRONGLY DISAGREE	28.57

Chart 7: I am likely to pursue open access options for my future publications.

Respondents were also asked to respond further to question 7. Notable responses follow:

8. What influencers effect your above response regarding future publications?

"Open access tends to come with a high price tag regardless of publisher. Fundraising for these publications is difficult if not impossible."
– *Participating Author*

"I feel strongly that open access will become more familiar to scholars in the humanities over the next few years. Further, I feel strongly that universities will require faculty to work with reputable presses that offer open access options."
 – *Participating Author*

"As an independent scholar, it is unlikely that I will be able to find a funding source for OA."
– *Participating Author*

"There will be higher demand to publish open access in the future. Most university or independent presses price volumes too high for readers to purchase. Some institutes are providing open access funds for faculty."
– *Participating Author*

"Research is more widely disseminated and recognized by peers."
– *Participating Author*

Questions 9 through 10 focused on marketing the open access volumes and general feedback on the project. Notable responses follow:

9. In efforts to increase exposure of publications included in the "42 Open Access Books in Slavic Studies" program, both Academic Studies Press and Borderlines Foundation for Academic Studies have worked to promote the project through a variety of different methods, including: inclusion in multiple open access depositories, push notifications to institutional library systems, advertisements in professional publications, print and digital catalog distribution, social media promotion, listerv posts, newsletters, and other marketing strategies. Have you found any additional ways to promote your publication? If so, what results have you received?

"Academia.edu. ResearchGate."
– *Participating Author*

"I included a link to the JSTOR page for my [open access] book in my email signature and my faculty profile page. I will add the link on my online CV. I also sent an email to my department and personal email list."
– *Participating Author*

"Shared on Facebook and academia.edu."
– *Participating Author*

"My book was uploaded to my university's online repository. I also promoted it on social media."
– *Participating Author*

10. Please provide any additional commentary about this project or open access in general.

"I have been most happy with the hardcover edition of my study, and have welcomed the open access version as well, especially because of the simultaneous availability of the paperback edition. In this way readers can get acquainted with the open access version, and if convinced of its usefulness, can acquire the paperback which has numerous advantages if one wishes to consult a book regularly. This means that the combination of open access and paperback might contribute greatly to the selling of books to private readers (who cannot, as university libraries, always afford to buy hardcover editions)."
– *Participating Author*

"Great project, well implemented."
– *Participating Author*

"Projects like these are crucial to make research available to wider audiences. Thank you for making this possible."
– *Participating Author*

"As the price of monographs increases, it [is] entirely refreshing to see these volumes released at no cost in a digital format and as lower-priced paperback editions. Students will benefit!"
– *Participating Author*

RESULTS

Sales

While sales statistics are difficult to capture this early on after the project's end date due to reporting schedules, initial reporting indicates favorable results.

At the project's outset, the 42 included titles sold an average of 191 copies (high: 425; low: 74). The average price was listed at $66.30. Titles were only available in hardback. Sales of volumes published before 2013 averaged at 12 copies per year.

The average list price of the new paperback editions is $35.46 (high: $45.00; low: $19.00). The average paperback sales of these volumes as of January 1st 2018—shortly after the release of the open access publications—to date of this report is 11 copies (high: 32; low: 3). Sales of hardback formats of the same volumes have averaged at 4 copies in that same period. Considering much of the reporting for Q3 2018 and no reporting from Q4 2018 currently unavailable and taking into consideration that these volumes are being re-released, these early statistics are indicative of positive results, an upward trend, and new momentum in sales as a result of renewed marketing efforts and more affordable formats.

Open Access Usage

Thus far, we have received usage reports for Q1 2018, Q2 2018, and Q3 2018 for open access volumes accessed through OAPEN (captured on a per book level) and JSTOR (captured on a per chapter level). Below is a breakdown of those results.

Quarter	Average OAPEN Downloads (per full book)	Total OAPEN Country Downloads	Average JSTOR Downloads (per book chapter)	Total JSTOR Country Downloads
Q1 2018	55	78	138	108
Q2 2018	165	108	406	121
Q3 2018	97	98	156	111

Table 1: Q1 2018-Q3 open access download results for OAPEN and JSTOR

These results have been extremely interesting to consider and have surpassed our original expectations. Literally thousands of downloads have occurred within the first nine months of the project across several countries. So far, the most productive months have been April, May, and June 2018 where the bulk of our marketing efforts have taken place. The average download per open access volume on the OAPEN platform in Q2 2018 was 165 and was accessed in 108 countries. The average download per open access chapter of the corresponding open access volume on the JSTOR platform in Q2 2018 was 406 and was accessed in 121 countries. Countries have been as remote as Zimbabwe, Tunisia, Azerbaijan, Vietnam, South Africa, Peru, Philippines, Russia, Botswana, and Egypt, etc. This clearly demonstrates a global interest in these volumes and helps publisher consider affordable access issues for an international audience. Further, these results demonstrate that open access helps democratize research.

LESSONS LEARNED

Borderlines Foundation and ASP learned several lessons throughout the course of the Humanities Open Book project, including the following:

- First and foremost, these volumes and this field are of interest to demographics far beyond what ASP originally considered. Developing innovative distribution strategies, affordable pricing strategies, or alternative funding opportunities to ensure the sustainability of the press while providing open access content to a global community is well worth further pursuing.
- Open access requires a solid network of metadata, including ONIX, MARC, and push notifications to ensure discoverabilty both within and outside the academic community. Discoverability is key to direct readers as seamlessly as possible to the free end source.
- Digital archiving/preservation through resources such as Portico and CLOCKSS is crucial to ensure the content is readily accessible to future generations.
- Marketing open access volumes and similar projects allows for much creativity across several platforms and strategies. These promotional efforts help build awareness across several demographics and help build community around the project and research.

- In general, scholars in Slavic studies are familiar with open access and believe it will become more relevant in the future.

- In general, scholars tend to believe open access has the potential to increase research citations of their work and believe that open access allows for greater visibility among the academic community and general readership.

- In general, scholars tend to see open access funding as an issue.

- Organizationally, it is crucial to keep both author contact and original source files of manuscripts archived and up to date to accurately secure permissions and produce alternative formats of publications. This helps ensures that future open access research is not hindered by avoidable administrative pitfalls.

- When considering future projects, timelines must be more accurately considered to ensure analytics can be collected, processed, received, and considered.

CONCLUSION

Overall, the "Reissuing and Promoting 42 Slavic Studies Titles as Free Ebooks" project has been worthwhile as both a learning exercise for the organizations involved and, perhaps most importantly, for democratizing selected research in Slavic studies for a global audience. To revisit our expected outcomes and benefits, we feel the following has occurred:

- By making the books freely available and marketing them in a direct and creative way, they have generally been receiving the attention and use that they deserve based on their high scholarly qualities, intellectual significance, and appeal to general interest readers. Many researchers and teachers in Slavic studies have lauded the project as a significant contribution to the field. There is, however, still significant room to introduce the project to interdisciplinary researchers in fields such as history, Jewish studies, religious studies, literary studies, and beyond.

- In general, authors of these books were excited to be included in the project. For some, it was their first introduction to open access. Although we hope authors will continue to promote their publications in creative ways over time, there is still significant room to seek and develop alternative promotional activities and to measure the success of those efforts.

- Free digital access to the books has encouraged use and sharing by the public, students, and relevant cultural and professional organizations. Undoubtedly, readers in countries where ASP books are not widely available or sold have benefited from free access to a broad collection of research and teaching materials.

- Readers have benefited and usage of the publications has increased by making the volumes available in several digital formats, including PDF and EPUB file formats.

Both Borderlines Foundation and ASP look forward to the continuation of this project and monitoring open access usage statistics and paperback sales going forward.

Questions and comments on this project may be sent to **info@borderlinesfoundation.org**.

This report was uploaded October 31st 2018 and is available from borderlinesfoundations.org/open.

APPENDIX A: TITLES BY THEMATIC CATEGORY

The New Eighteenth Century (Titles 1-6)

1. *By Fables Alone : Literature and State Ideology in Late Eighteenth- and Early Nineteenth-Century Russia*. By Andrei Zorin; translated by Marcus Levitt
2. *"Tsar and God" and Other Essays in Russian Cultural Semiotics* By Boris Uspenskij & Viktor Zhivov; translated by Marcus C. Levitt
3. *Creating the Empress: Politics and Poetry in the Age of Catherine II* By Vera Proskurina
4. *The Invention of Mikhail Lomonosov: A Russian National Myth* By Steven Usitalo
5. *Language and Culture in Eighteenth Century Russia* By Victor Zhivov; translated by Marcus C. Levitt
6. *Early Modern Russian Letters: Texts and Contexts* By Marcus C. Levitt

Rediscovering the Russian Canon (Titles 7-15)

7. *Prosaics and Other Provocations: Empathy, Open Time, and the Novel* By Gary Saul Morson
8. *Freedom from Violence and Lies: Essays on Russian Poetry and Music by Simon Karlinsky* Edited by Robert P. Hughes, Thomas A. Koster & Richard A. Taruskin
9. *Close Encounters: Essays on Russian Literature* By Robert Louis Jackson
10. *The Superstitious Muse: Thinking Russian Literature Mythopoetically* By David Bethea
11. *A "Labyrinth of Linkages" in Tolstoy's "Anna Karenina"* By Gary Browning
12. *In Quest of Tolstoy* By Hugh McLean
13. *First Words: On Dostoevsky's Introductions* By Lewis Bagby
14. *Epic and the Russian Novel from Gogol to Pasternak* By Frederick T. Griffiths & Stanley J. Rabinowitz
15. *Before They Were Titans: Essays on the Early Works of Dostoevsky and Tolstoy* Edited with an introduction by Elizabeth Cheresh Allen

Judaism and Its Interlocutors (Titles 16-23)

16. *Jacob's Ladder: Kabbalistic Allegory in Russian Literature* By Marina Aptekman
17. *Soviet Jews in World War II: Fighting, Witnessing, Remembering* Edited by Gennady Estraikh and Harriet Murav
18. *Dreams of Nationhood: American Jewish Communists and the Soviet Birobidzhan Project, 1924-1951* By Felix Srebrnik
19. *Life in Transit: Jews in Postwar Lodz, 1945-1950* By Shimon Redlich
20. *Gone to Pitchipoi: A Boy's Desperate Fight for Survival in Wartime* By Rubin Katz
21. *Russian Idea—Jewish Presence: Essays on Russian-Jewish Intellectual Life*
22. *The Müselmann at the Water Cooler* By Eli Pfefferkorn
23. *Holy Russia, Sacred Israel: Jewish-Christian Encounters in Russian Religious Thought* By Dominic Rubin

Vernacular Modernisms (Titles 24-34)

24. *The Englishman from Lebedian': A Life of Evgeny Zamiatin* By J. A. E. Curtis
25. *Chapaev and His Comrades: War and the Russian Literary Hero across the Twentieth Century* By Angela Brintlinger
26. *Belomor: Criminality and Creativity in Stalin's Gulag* By Julie S. Draskoczy
27. *Shapes of Apocalypse: Arts and Philosophy in Slavic Thought* By Andrea Oppo
28. *Poetry and Psychiatry: Essays on Early Twentieth-Century Russian Symbolist Culture* By Magnus Ljunggren; translated by Charles Rougle
29. *A Companion to Andrei Platonov's "The Foundation Pit"* By Thomas Seifrid
30. *The Marsh of Gold: Pasternak's Writings on Inspiration and Creation* By Angela Livingstone
31. *Russians Abroad: Literary and Cultural Politics of Diaspora (1919–1939)* By Greta Slobin; Edited by Katerina Clark, Nancy Condee, Dan Slobin, & Mark Slobin
32. *Vladimir Soloviev and the Spiritualization of Matter* By Oliver Smith
33. *Ivan Konevskoi: "Wise Child" of Russian Symbolism* By *Joan Delaney Grossman*
34. *Landmarks Revisited: The Vekhi Symposium One Hundred Years On* Edited by Robin Aizlewood & Ruth Coates

Reading and Rereading Nabokov (Titles 35-39)

35. *The Translator's Doubts: Vladimir Nabokov and the Ambiguity of Translation* By Julia Trubikhina
36. *Keys to The Gift: A Guide to Vladimir Nabokov's Novel* By Yuri Leving
37. *A Reader's Guide to Nabokov's "Lolita"* By Julian W. Connolly
38. *The Goalkeeper: The Nabokov Almanac* By Yuri Leving
39. *Silent Love: The Annotation and Interpretation of Nabokov's The Real Life of Sebastian Knight* By Gerard de Vries

Ungrouped Titles (Titles 40-42)

40. *Strangers in a Strange Land: Occidentalist Publics and Orientalist Geographies in Nineteenth-Century Georgian Imaginaries* By Paul Manning
41. *The Witching Hour and Other Plays* By Nina Sadur; edited by Nadya L. Peterson
42. *Word and Image in Russian History: Essays in Honor of Gary Marker* Edited by Maria di Salvo, Daniel H. Kaiser, and Valerie A. Kivelson

APPENDIX B: IMPORTANT LINKS

Includes repositories, e-resources, catalogs, media, and more

The Andrew W. Mellon Foundation Grant Page
https://mellon.org/grants/grants-database/grants/borderlines-foundation-for-academic-studies-incorporated/11700638/

ASP's Author Central
https://www.academicstudiespress.com/author-central

ASP Facebook Page
https://www.facebook.com/pg/AcademicStudies/posts/

ASP Open Repository
https://www.academicstudiespress.com/repository

ASP's "Promoting Your Open Access Publication" Guide
https://static1.squarespace.com/static/54132b01e4b0f5bf7ad3ed92/t/5af497ba70a6ad76c4188c80/1525979069584/Open+Access+Author+Guide.pdf

ASP Twitter Page
https://twitter.com/asp_boston?lang=en

Borderlines Foundation Open
http://www.borderlinesfoundation.org/open

Borderlines Foundation "Open Books in Slavic Studies" Catalog
https://issuu.com/academicstudiespress/docs/open_access_catalog__digital_
https://static1.squarespace.com/static/54132b01e4b0f5bf7ad3ed92/t/5bbcf329e2c483eb60635e9c/1539109698916/Open+Access+Catalog+%28Standard%29.pdf

Directory of Open Access Books (DOAB)
https://www.doabooks.org/doab?func=publisher&pId=1376&uiLanguage=en

Hathi Trust Digital Library
https://babel.hathitrust.org/cgi/ls?field1=ocr;q1=Academic%20Studies%20Press;a=srchls;lmt=ft

The Ins and Outs of Open Access by Katherine Bowers
https://u.osu.edu/seej/2018/07/12/the-ins-and-outs-of-open-access/

JSTOR
https://www.jstor.org/publisher/acadstudp

Knowledge Unlatched Open Services
http://www.knowledgeunlatched.org/ku-open-services/

National Endowment for the Humanities Press Release
https://www.neh.gov/news/press-release/2017-04-05

OAPEN Foundation
http://oapen.org/search?keyword=%22Academic%20Studies%20Press%22;startDoc=1

Project Muse
https://muse.jhu.edu/search?action=search&query=content:Academic%20Studies%20Press:and&min=1&max=10&t=header

UKSG 2018 Breakout - The latest in open access book publishing – Smith
https://www.slideshare.net/UKSG/uksg-2018-breakout-the-latest-in-open-access-book-publishing-smith