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# The Right Stuff...at the Right Cost...for the Right Reasons

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**The right stuff...**  
**At the right cost...**  
**For the right reasons...**

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# The right stuff...

Case: creating digital text for the books in EEBO

When we succeeded...

1. Libraries and commercial partner equally invested in improving an existing product
  2. Alignment of technology, timing, and expectations
  3. The project wasn't possible without involvement on both sides.
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# At the right cost...

ProQuest supplied about 20% of the total project cost. The remaining 80% came from contributions from more than 150 libraries.

## When we succeeded...

- ProQuest contributed ~20% of the total project cost
  - More than 150 libraries each contributed \$15,000 to \$50,000 (depending on size), spread out over five years (~80% of total project cost)
  - Libraries co-owned the texts
  - Michigan & Oxford had leeway to make extensive, involved use of EEBO images
  - ProQuest had limited opportunity to exclusively sell access to the texts
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# For the right reasons...

We agreed on the product, but had in mind different ways of deploying it--and that's OK!

When we succeeded:

- We agreed on creating a text robust enough to function without the image--but also increase the usefulness/value of the images.
  - We learned to live with cognitive dissonance around:
    - Libraries became co-owners of the texts, which would ultimately go into the public domain
    - Proquest sought to enhance the value of EEBO and charge additional for the enhanced version
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**Replication???**