



**Maverick**  
Publishing Specialists



**Research  
Consulting**

## Key Issue Briefs

The scholarly communication and publishing landscape develops rapidly and, sometimes, unexpectedly. With the wealth of players and initiatives across the board, it can be hard to keep up with emerging trends, as well as focus on what is particularly important to you in light of your strategic objectives.

In this context, it can be helpful to commission targeted reviews that concentrate only on the specific issues or topics that are central to your organisational strategy - for example in areas where you might have identified growing risks or new market opportunities. (Consider, for instance, the recent growth in preprints usage, or the introduction of open access discovery tools).

Our “key issue briefs” are short (up to 4-6 pages), focused documents that are structured around your own, individual research questions or areas of interest. The turnaround time for issue briefs is swift, and this type of project also typically includes a final client briefing to discuss the materials covered in the document – and answer any additional questions you might have.

### Use cases for issue briefs:

- Understanding emerging trends.
- Informing strategy development.
- Exploring market opportunities.
- Investigating stakeholder views.

### Our process to develop issue briefs:

- You identify one or more research questions or areas that you wish to investigate.
- To address your brief, we build on our detailed understanding of scholarly communication and publishing – and complement this via desk research and by consulting with our extensive network.
- We prepare you a short, accessible document that clearly outlines the key considerations emerging from our research.
- We present our findings, giving you an opportunity to ask questions and seek clarification.

Contact us to learn how the expert teams at Maverick and Research Consulting can help you achieve your goals.

### For further information, please contact:

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