

**Open Access –
neither green road nor golden
road, is this the road to hell?**

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Thesis 1

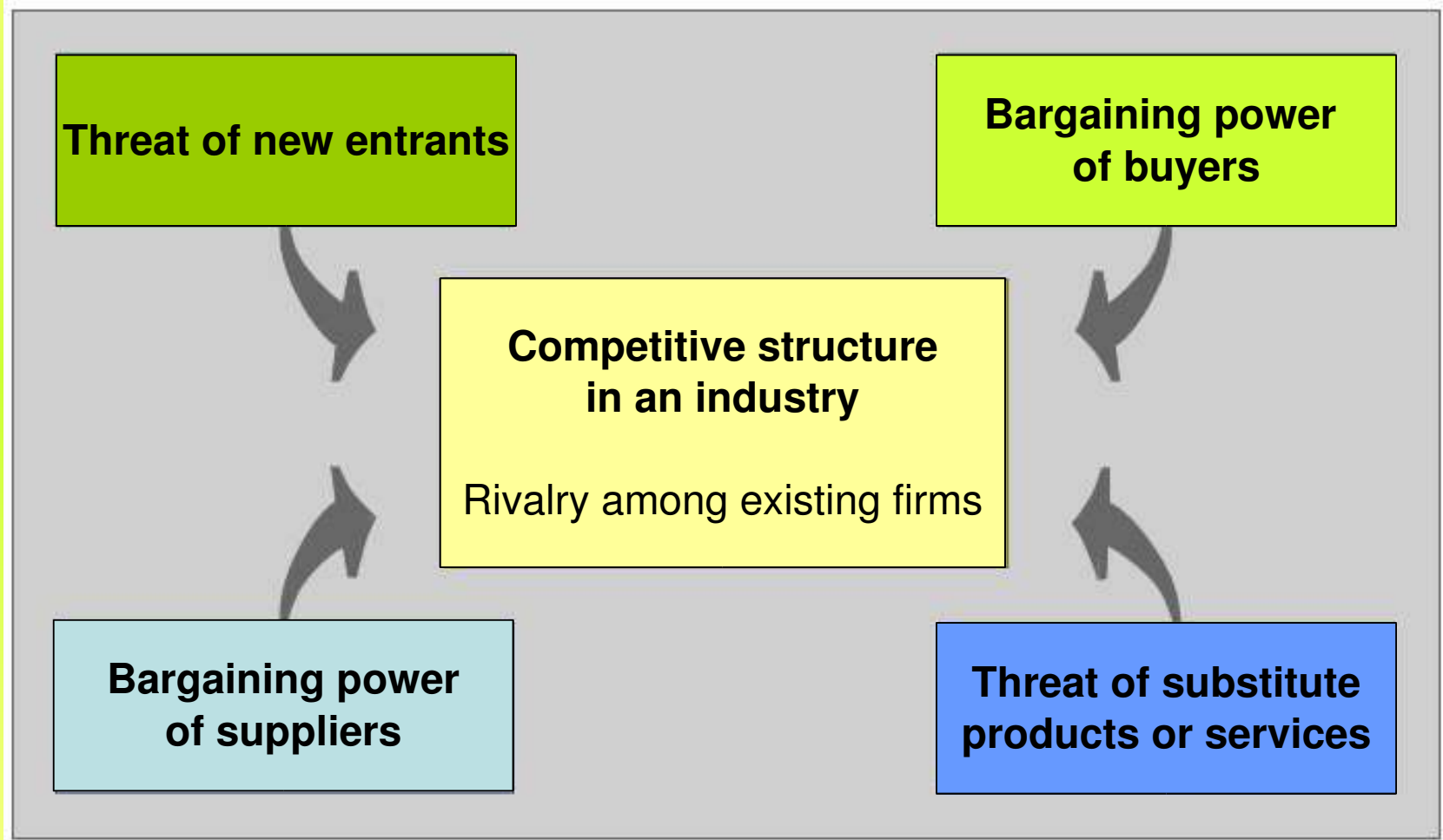
**Open Access
is a matter of concern
for the scientific community**

Thesis 2

**Open Access
is needed if libraries are to
establish themselves as a market
power in the information
marketplace**

Business Strategy Model

Five Competitive Forces



source: www.businessballs.com/portersfiveforcesofcompetition.htm

Thesis 3

**Science needs a new model
of scientific communication**

Thesis 4

**Open Access
grants everyone access to
information, even those who
cannot afford subscription content**

Thesis 5

**Open Access
is an alternative to the
established publication process**

Thesis 6

**Open Access
is a never-ending process**

Thesis 7

**Everyone's a winner with
Open Access**

Thank you for your attention!