

Accucoms Sees Opportunities for Publishers Despite Challenging Economic Climate

Accucoms (www.accucoms.com) announced today at the UKSG 33rd Annual Conference and Exhibition that it closed a strong first quarter of 2010 with an increase in demand for its marketing and sales services.

Since the start of the year, Accucoms has commenced new initiatives with the Royal College of Psychiatrists, the American Institute of Physics, ADIS, the Radiological Society of North America, the American Nuclear Society, the Canadian Medical Association, Journal of Neurosurgery Publishing Group, the Geological Society of America, and the American Medical Association.

“Effective use of sales and marketing is more important than ever,” noted Pinar Erzin, Managing Director of Accucoms. “Publishers are increasingly turning to Accucoms with their limited marketing and sales budgets. Delivering a strong return for our clients is our priority, second only to safeguarding their reputations in an increasingly interconnected library market.”

The American Medical Association (AMA), an established client of Accucoms’ telemarketing and Latin American sales representation services, has recently elected to expand the scope of its engagement with Accucoms to include European representation. “Accucoms has consistently performed well for us,” said Vida Damijonaitis, Director of Worldwide Sales at the AMA. “They bring a combination of market knowledge, language skills, and professionalism that is hard to find elsewhere. We have to be more careful than ever with our marketing and sales dollars and Accucoms has proven to be a sound investment.”

“Despite the challenging economic climate, we see opportunities for publishers,” noted Erzin. “Institutions are turning to consortia licensing as a way to reduce costs. This can create opportunities for publishers that have been historically underexposed in the market. It can also create opportunities for well-established publishers who are willing to be flexible. While there have been cuts, acquisition budgets have proven more resilient in Europe than in the US. Accucoms leverages its relationships with decision-makers in the library and consortia markets to help our clients find these opportunities, and our expertise to help make the most out of them.”

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ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in the Netherlands and in the United States, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, customer service, and sales representation.