

HOW WE ADD VALUE

CLIENT

VALUE

ENDORSEMENT

<p>AstraZeneca Susan Cooper Information Expert</p>	<ul style="list-style-type: none"> ■ <i>Profile:</i> AstraZeneca spends an R&D budget of £3 billion a year to produce some of the most effective medicines in the world. ■ <i>Direct:</i> The British Library's innovative technology delivers its collections of research material directly to the desktop of scientists at AstraZeneca and many other major blue chip organisations. ■ <i>Indirect:</i> The benefits which millions receive from AstraZeneca products and those of other major UK pharmaceutical companies are both economic and social. 	<p><i>'The British Library delivers material straight to the scientists, so they have the information quickly and efficiently. We've built our system to interface with the Library's, to make the relationship as effective as possible.'</i></p>
<p>Phytopharm Anna Sinden Company Librarian</p>	<ul style="list-style-type: none"> ■ <i>Profile:</i> Phytopharm is a successful SME and the leading botanical pharmaceutical company in the world. ■ <i>Direct:</i> The British Library's document supply service is the largest and one of the fastest in the world. Phytopharm uses this service to acquire key information to further its research. ■ <i>Indirect:</i> Millions of Alzheimer's and Parkinson's sufferers are likely to benefit from Phytopharm's recent development of new treatments for neurological disorders. 	<p><i>'We have been frequent users of the British Library as our key information provider ... the Urgent Action service has proven to be a lifesaver ... the variety of methods with which a company, institution or individual can order items is an illustration of how the Library is dedicated to serving its customers in the best way that it can and they appear to be constantly trying to improve this service.'</i></p>
<p>Higher Education Funding Council for England (HEFCE) Sir Howard Newby CEO</p>	<ul style="list-style-type: none"> ■ <i>Profile:</i> HEFCE distributes public money to promote the highest quality education and research. ■ <i>Direct:</i> 50% of the British Library's activity is generated by the HE sector which leverages one of the most comprehensive and valued collections available anywhere in the world. ■ <i>Indirect:</i> Teaching and research conducted in the HE sector benefits the whole of society and the UK economy - intellectually, culturally, socially and economically. 	<p><i>'The world class research carried out in UK HE is dependent on resources provided by the British Library. We have built a strategic alliance between our two organisations to cement the relationship between the Library and HE. It prepares the ground for further joint activity to ensure that UK researchers have the resources they need, and to hold our lead in exploiting the full potential of new digital information sources.'</i></p>
<p>CompGen Ltd Mark Sheahan Innovator of the Year 2003</p>	<ul style="list-style-type: none"> ■ <i>Profile:</i> CompGen Ltd is a successful startup whose founder and MD has just won the prestigious <i>Innovator of the Year</i> Award. ■ <i>Direct:</i> The British Library holds the most comprehensive range of patents in the world and the best collection of business information in the UK and is a vital resource for inventors and companies researching ideas for new products. ■ <i>Indirect:</i> Mark Sheahan's Squeezeopen® containers will help prevent the 60,000 packaging related accidents which require hospital treatment every year, thus saving the health service money as well as driving the economy through sales and employment. 	<p><i>'The British Library's expert staff are a great help for the new inventor. They run patent clinics to help people get started. I keep an eye on the trade press to make sure that mine are not pirated, and I know that other inventors have used the collections when taking action to protect their intellectual property. The Library's resources empower the lone inventor.'</i></p>
<p>Faber & Faber Lord Evans Chairman</p>	<ul style="list-style-type: none"> ■ <i>Profile:</i> Faber & Faber, market leader in film and drama, and one of the last great independent publishing houses in London, relies on the British Library to support its authors in their work. ■ <i>Direct:</i> The Library is used by thousands of authors for study and inspiration every year. ■ <i>Indirect:</i> Faber & Faber's publications inspire millions of readers and provide raw material for theatre, TV, radio and film, thus yielding economic, cultural, social and intellectual benefits. 	<p><i>'Contemporary publishing depends upon the research and scholarship of the past. Both publishers and authors rely on the British Library's unrivalled collections to provide the raw materials that help inspire and inform them in their work. At Faber & Faber, we and our authors remain heavily dependent on the British Library's resources to provide well researched, authoritative new writing.'</i></p>