

Apps & Publishing

Adrian Driscoll

Who are Aimer and why do we
publish apps?

Why does Aimer work with publishers to find apps to publish?

How do we decide which apps to publish?

Who are Aimer and why do we
publish apps?

Websites

eBooks

Apps

ROUTLEDGE PHILOSOPHY RESOURCES

One of the largest philosophy publishers in the world, [Routledge](#) publish over 70 philosophy books every year and have over 500 philosophy titles in print. We are also developing such ambitious new projects as our multi-volume encyclopedia and our journals programme. Among the philosophers we publish you will find such familiar names as *Bertrand Russell*, *Ludwig Wittgenstein*, *G. E. Moore*, *Daniel Dennett*, *Jean-Paul Sartre*, *Jacques Derrida*, *Michel Foucault*, *Judith Butler* and *Luce Irigaray*.

We are actively exploring the possibilities that new technologies are presenting. The resources below are just some of the ways in which Routledge philosophy is meeting the challenge of cyberspace.

[SEARCH ROUTLEDGE PHILOSOPHY TITLES](#)

Search approximately 500 records for details of Routledge philosophy books and journals by title, author, keyword or ISBN.

[ROUTLEDGE CURRENT AWARENESS SERVICE - PHILOSOPHY](#)

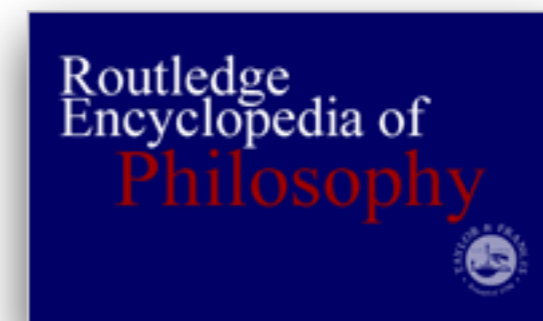
semantico
creators of
major online resources

→ [HOME](#) | [ABOUT US](#) | [SITES](#) | [JOBS](#) | [LINKS](#) | [CONTACT US](#)

Semantico work with some of the world's most famous publishers to take their reference publishing online.

The online resources we have created include **Oxford Reference Online** for Oxford University Press, **The Grove Dictionary of Art** and **The Grove Dictionary of Music** for Macmillan, and **The Routledge Encyclopedia of Philosophy** for Taylor & Francis.

Semantico's latest site is **The World of Learning**, published by Europa Publications - part of the Taylor & Francis Group. It was launched on 31st of January 2002.







2009
200 apps
2 million downloads

Why does Aimer work with publishers to find apps to publish?



Well-managed and structured data

or

Someone willing to make it that way

Brands

Unique IP

Audiences

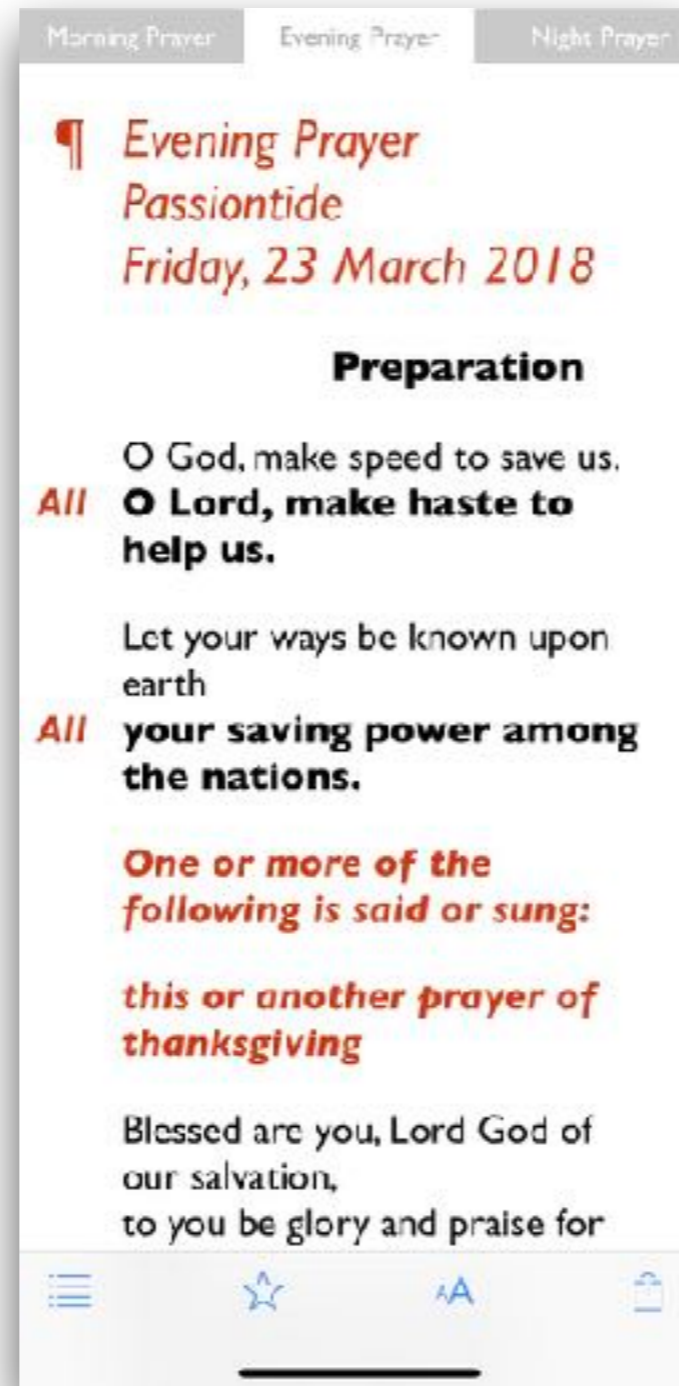
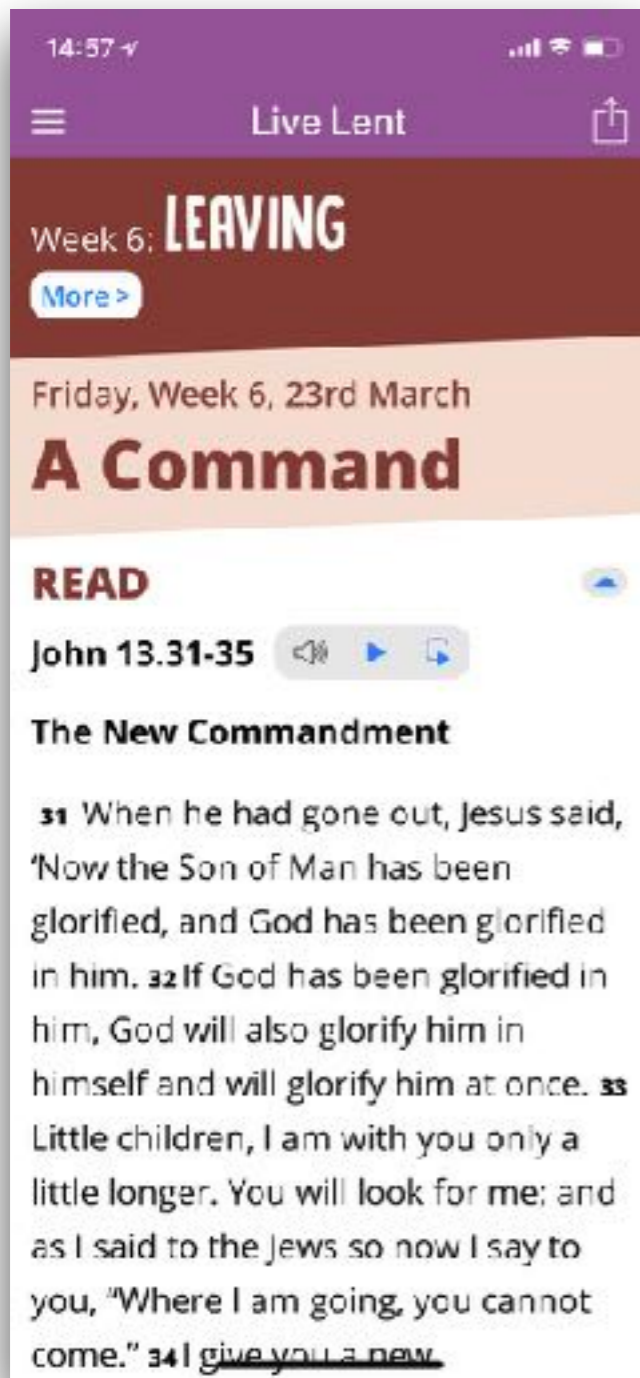


How do we decide which apps to publish?

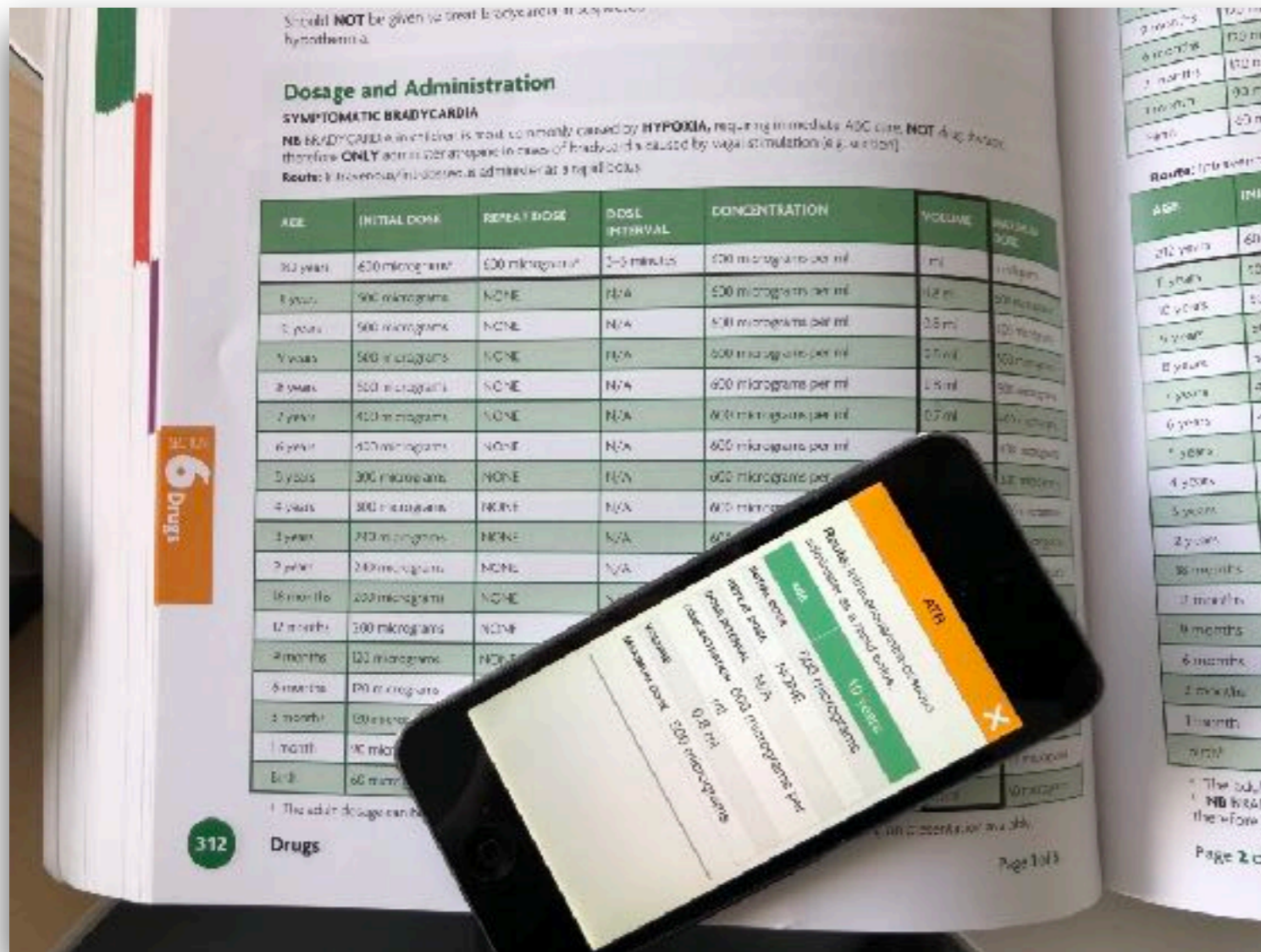
What does the publisher want to do?



Have we done something like it
before that has worked?



Can we think of a way in which the app really adds value for a user



ATR
✕

Route: Intravenous/intra-osseous administer as a rapid bolus.

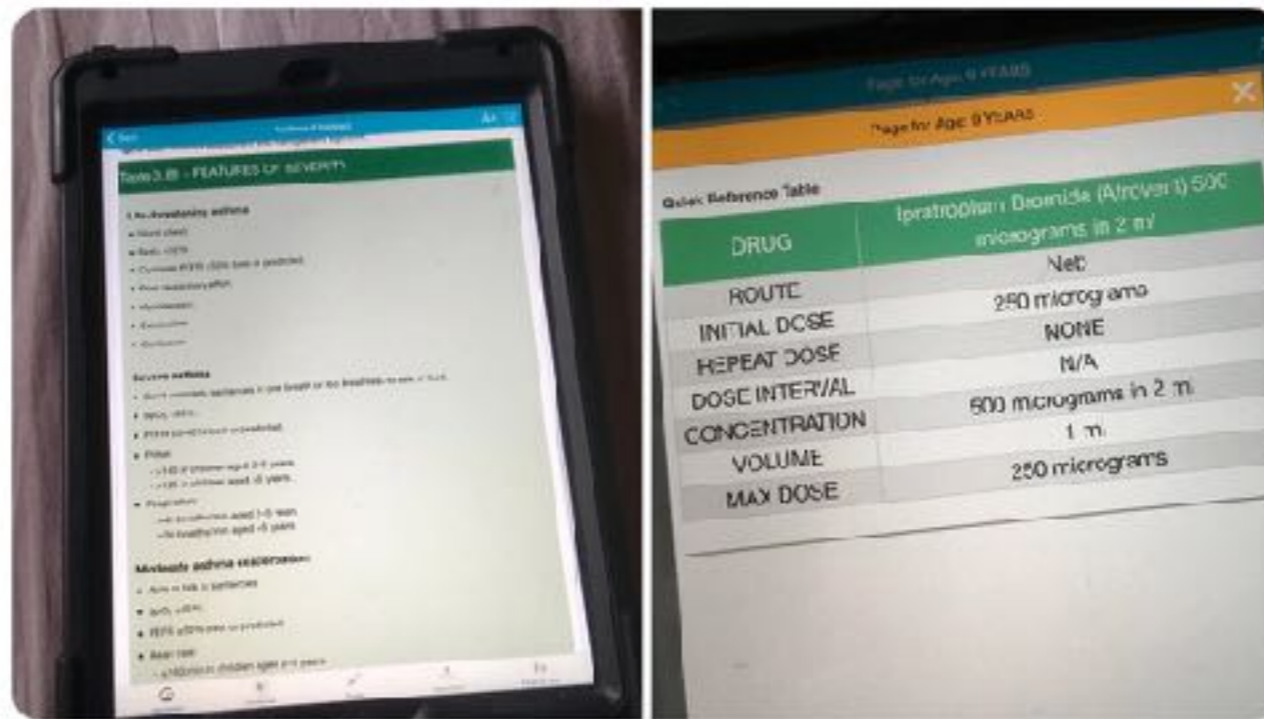
AGE	10 years
INITIAL DOSE	500 micrograms
REPEAT DOSE	NONE
DOSE INTERVAL	N/A
CONCENTRATION	600 micrograms per ml
VOLUME	0.8 ml
MAXIMUM DOSE	500 micrograms

You Retweeted



Ash Brownett
@AshBrownett

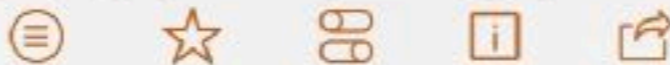
So impressed with easily accessible information on my @SECambulance iPad last night. Used for a severe Asthma attack in a paediatric. More information than the old pocket book for severity scoring and quick and clear access to medicine doses! 👍 #DecisionMaking #jrcaclplusapp

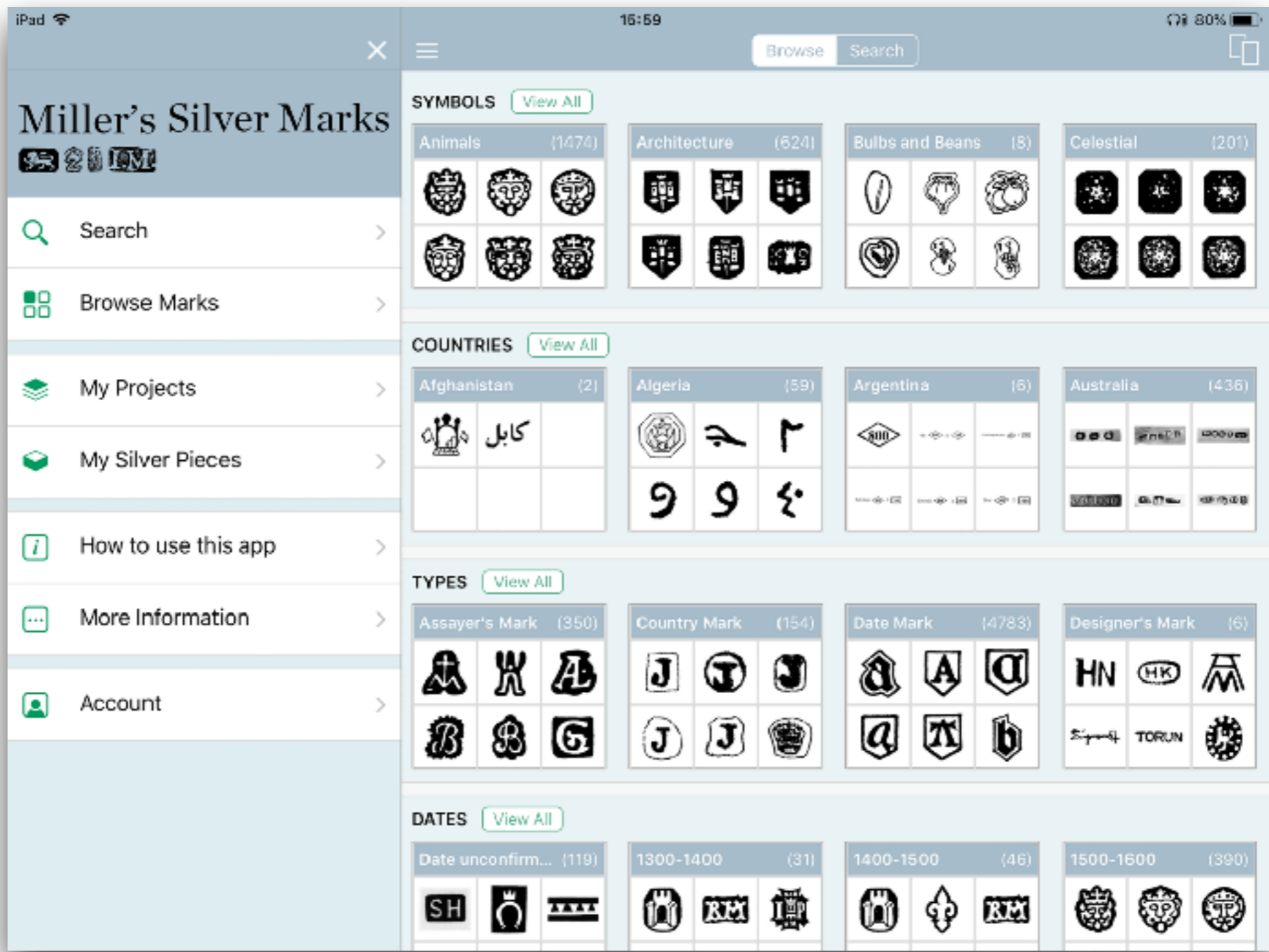


Early days...

Friday 23 March 1665/66

Up, and going out of my dressing-room, when ready to go down stairs, I spied little Mrs. Tooker, my pretty little girle, which, it seems, did come yesterday to our house to stay a little while with us, but I did not know of it till now. I was glad of her coming, she being a very pretty child, and now grown almost a woman. I out by six o'clock by appointment to Hales's, where we fell to my picture presently very hard, and it comes on a very fine picture, and very merry, pleasant discourse we





Q & A