

# T O O U R



The Semiannual Newsletter for  
John Wiley & Sons, Inc., Authors  
WINTER/SPRING 2006

## Launching a Fourth STM Publishing Program in Asia

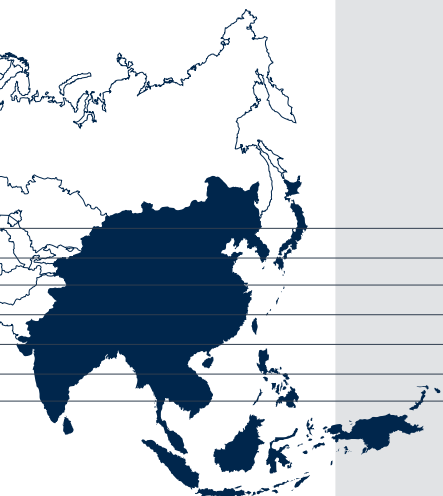
Wiley has announced plans to establish a new scientific, technical, and medical (STM) publishing program, managed out of Wiley Asia's Singapore headquarters, in early 2006. With the dramatic growth of Wiley's STM business in Asia over the past decade, the new program will complement our already extensive sales and marketing operations in the region while enhancing our global STM presence in conjunction with our existing programs in Hoboken, Chichester, and Weinheim.

The new program will publish book and journal content from Asia for a worldwide audience, embracing Wiley's global STM publishing strategies and standards to benefit from Asia's emergence in recent years as a critical source of STM content. Another goal of the initiative is to strengthen coverage of Asian content in existing publications from the U.S., the U.K., and Germany. As Asian R&D activity and university attendance have burgeoned, the number of articles originating in Asia that are published in Wiley journals has grown several fold each year. In addition to building on this trend, we plan to increase the number of Asia-based members on the editorial boards of our journals and major reference works, and to strengthen and expand our relationships with Asian scientific communities and scholarly societies. We have already begun to distribute the *Chinese Journal of Chemistry* on behalf of the Chinese Chemical Society, and *Chemistry: an Asian Journal*, a new title, is being published jointly

by Wiley-VCH and four Asian chemistry societies. The journal *The Chemical Record* is managed by Wiley's Tokyo office.

"Against such a backdrop of growth and opportunity, we look forward to this major expansion of our STM editorial presence in Asia," said Steve Miron, Vice President, Wiley Asia, and General Manager for Global STM Books. "Asia's importance to Wiley's global STM business will undoubtedly continue to grow in the years and decades to come."

The newly created position of STM Publishing Director, Asia Pacific, will be taken up by Ann-Marie Halligan, previously Editorial Director for Communications and Engineering Technology and Statistics in Chichester; she will relocate to Singapore in February 2006. During the coming months, Ann-Marie and her team will appoint editors in China, Taiwan, Japan, and India, with additional appointments to follow in Asia and Australia later in 2006 and on into 2007. ■



# Wiley Contributors Lauded as Nobel Laureates

Four Wiley contributors are among the Nobel Prize winners for 2005.

Three share the prize in Chemistry: Yves Chauvin, of the Institut Français du Pétrole, Rueil-Malmaison, France; Robert H. Grubbs, of the California Institute of Technology (Caltech), Pasadena, California; and Richard R. Schrock, of the Massachusetts Institute of Technology (MIT), Cambridge, Massachusetts. A fourth, Theodor W. Hänsch, head of the Max Planck institute for Quantum Optics in Garching, Germany, shares the prize in Physics with Roy J. Glauber of Harvard University, Cambridge, Massachusetts, and John L. Hall of the University of Colorado and the National Institute of Standards and Technology, Boulder, Colorado.

The Chemistry prize was awarded in recognition of Chauvin's, Grubbs's, and Schrock's contributions to metathesis (from the Greek, meaning "transposition"), a process whereby bonds between carbon atoms in carbon compounds (the basis of all life) are broken and reformed in different arrangements to create new molecules. The process has broad applications in the development of pharmaceuticals and advanced plastics, allowing the synthesis of many new molecules through methods that are at once simpler, more efficient, and more environmentally friendly.

Chauvin's landmark 1971 publication on metathesis reactions, which paved the way for Grubbs's and Schrock's work, appeared in the Wiley-VCH journal *Die Makromolekulare Chemie*, and he is also a contributor to the handbook *Multiphase Homogeneous Catalysis* (Wiley-VCH, 2005). Grubbs is the editor of *Handbook of Metathesis* (Wiley-VCH, 2003) and a contributor to *Ruthenium in Organic Synthesis* (Wiley-VCH, 2004); a review of Schrock's work can be found in the Wiley-VCH journal *Angewandte Chemie International Edition* (2003, Volume 42, Issue 38). Grubbs is also an Advisory Editor for Wiley's *Journal of Polymer Science, Part A: Polymer Chemistry*, for which Schrock is an Editorial Board member. Both are members of the Academic Advisory Board of *Advanced Synthesis & Catalysis*, Wiley's premier journal in homoge-

neous, organic and enzyme catalysis with a specific focus on green synthesis.

Theodor Hänsch shares half of the prize in Physics with John Hall, with the other half awarded to Roy Glauber. Hall and Hänsch have been recognized for their development of laser-based precision spectroscopy, allowing the extremely accurate determination of the color of light emanated by atoms. The technique makes it possible to carry out studies over time of the constants of nature ("eternal" numerical values, like the speed of light), and to develop highly accurate clocks and improved GPS technology.

Hänsch is a member of the Editorial Board of the new Wiley-VCH journal *Laser Physics Review*. Berlin-based Editorial Director Alexander Grossman, who worked with Hänsch's group in Munich for two years after earning his Ph.D., commented on the award. "We had been speculating in recent years that Ted Hänsch would be nominated," he said, "since Nobel Prizes had previously gone to scientists working in the field of quantum optics, to which he had contributed pioneering research, with many commercial applications. I was always struck by the brilliance of Hänsch's thought, even at the most basic level; he could suggest a simple change in the setup of an experiment that would open the door to a completely new phenomenon or verification of a concept." ■

# Publishers Sue Google

On October 19, the Association of American Publishers (AAP) announced the filing of a lawsuit against Google™, in connection with Google's plans, within its "Print Library Project", to digitally copy and distribute copyrighted works without first obtaining copyright permission. The AAP publishers named as representative of the industry are The McGraw-Hill Companies, Pearson Education, Penguin Group (USA), Simon & Schuster, and Wiley.

Announced late in 2004, the Google Print Library Project involves the scanning and digitization of millions of published books from the collections of three major academic libraries—Stanford University, Harvard University, and the University of Michigan—for the creation of a searchable online database. In spite of objections voiced in a letter from the AAP to Google in late spring, and repeated throughout the summer, Google has stated that it would scan these books unless specifically

*"The publishing industry is united behind this lawsuit against Google and united in the fight to maintain our constitutionally protected copyrights."*

— Will Pesce, President and CEO

requested not to by a copyright holder, an inversion of the procedure established by U.S. copyright law. Google has also rejected an AAP proposal to adopt a specially crafted permission request process employing books' ISBN numbers.

While Google has stated it will only display "snippets" of copyrighted material, there is no clear definition of a "snippet," and no special control in place for the security of the

complete files Google is creating. There is also the danger that the program may preempt opportunities for the digital copying, archiving, searching, and public display of works by their creators and copyright owners.

Proponents of the Google initiative have attempted to portray publishers as "Luddites" who do not grasp Google's vision. The reality, however, is otherwise. Publishers have been tapping the potential of online content distribution since the early 1990s (we launched Wiley's first Web-based journal, the *Journal of Image Guided Surgery*, in 1995, and we haven't stopped innovating since). Publishers have embraced such ventures as Amazon's Search Inside the Book and even signed on to Google's own Print for Publishers, consensual programs which respect authors and copyright. Google, it must be remembered, is not doing all this for charitable purposes: Google stands to gain considerable revenue from the sale of advertising on the pages of their search engine.

"The publishing industry is united behind this lawsuit against Google and united in the fight to maintain our constitutionally protected copyrights," said Will Pesce, President and CEO. "Publishers are investing millions of dollars creating content with authors and making it available online. It is just wrong for Google to put any of our books online to sell advertising without permission of publishers and authors." ■

## Raymond W. McDaniel, Jr., Joins Board of Directors

Raymond W. McDaniel, Jr., was elected to the Wiley Board of Directors at the Annual Shareholder Meeting on September 15. The occasion also marked the retirement of Larry Franklin and Henry A. McKinnell, who had served as Directors since 1994 and 1996, respectively.

Mr. McDaniel has been Chairman and Chief Executive Officer of Moody's Corporation since April 2005, and a member of Moody's Corporation Board of Directors since 2003. He previously served as Chief Operating Officer of Moody's Corporation from January 2004; President of Moody's Corporation from October 2004; and President of Moody's Investors Service since 2001. He joined Moody's in 1987.



Ray McDaniel

"Wiley and Moody's share important characteristics," said Mr. McDaniel. "Both are well established companies that have proven successful over many years through changing markets and competitive conditions, which should bring a confluence of perspectives for our mutual benefit. I also have a long-term interest in publishing in general and the scientific literature in particular, with the study of evolutionary biology as a personal hobby."

"The demands placed on the managements and boards of public companies in today's world are challenging and often daunting. I believe that my experience as an executive at a public company will complement that of Wiley's already excellent Board, and I look forward to working with the management team in my capacity as a Director and member of the Audit Committee."

"Mr. McDaniel brings substantial knowledge and expertise from one of the world's most respected and well-known credit rating and credit research publication companies," said Peter Booth Wiley, Chairman. "He will be a tremendous asset to our Board of Directors." ■

## Wiley InterScience To Launch Author Resources Site

As the world's scientific, technical, and medical research communities have embraced electronic publishing, Wiley InterScience® has become an indispensable resource since its launch in 1997. Today Wiley InterScience provides over 12 million researchers in 87 countries with online access to hundreds of Wiley journals and books, numerous major reference works, and key databases and laboratory manuals.

To help Wiley authors and prospective authors take full advantage of the quality, speed, and broad range of features that Wiley InterScience offers, we will in January 2006 launch Author Resources, accessible from the home page of Wiley InterScience. Available free of charge to all Wiley InterScience users, the site will house everything from general information about the company to guidelines for submitting and tracking a manuscript through the peer review and production processes, information on copyright and permissions, relevant publishing industry news, and much more. Authors will also be guided in the use of such new Wiley InterScience features as Citation Tracking, which enables them to view other articles that have cited theirs, and Citation Download, through which they can download citations and abstracts from journals directly into reference management applications.

Once manuscripts have been accepted for publication, authors can register and sign

on at the secure Author Services site within Author Resources, enabling them to track manuscript status and receive e-mail alerts upon publication.

Author Resources will evolve to meet your needs; we look forward to receiving your feedback to help us guide its development and enhancement over time. We will announce the launch with a press release and an advertising campaign; with notices on wiley.com and the Wiley InterScience, Manuscript Central™, and Manuscript Express sites; and via e-mail to our existing authors.

*For more information, please contact* [authorresources@wiley.com](mailto:authorresources@wiley.com).

## Briefings

### Author Honors and Awards

- Dr. Constantine A. Balanis has received the 2005 Chen-To Tai Distinguished Educator Award, awarded by the IEEE Antennas and Propagation Society “for outstanding contributions to electromagnetic education in the classroom and in graduate student supervision, and for his superlative communication of concepts in publications.” Dr. Balanis is the author of the Wiley textbook *Antenna Theory*, Third Edition (2005).
- Richard P. Chait, William P. Ryan, and Barbara E. Taylor received two prestigious awards for their Wiley title, *Governance as Leadership: Reframing the Work of Nonprofit Boards*: the 2004-2005 Skystone Ryan Research Award in Philanthropy and Fundraising, given annually by the Research Council of the Association of Fundraising Professionals (AFP); and the John Grenzebach Award for Outstanding Research in Philanthropy, given by the Council for Advancement and Support of Education (CASE).
- Dr. René de Borst of the Delft University of Technology, The Netherlands, has been elected Member of the Royal Netherlands Academy of Arts and Sciences (KNAW). Members of the Academy are elected solely on the basis of scientific merit; the primary mission of the Academy is to ensure the quality of scientific research carried out in the Netherlands. Dr. de Borst is editor of Wiley's *International Journal for Numerical and Analytical Methods in Geomechanics* and *International Journal for Numerical Methods in Engineering*, and also of Wiley's recently published *Encyclopedia of Computational Mechanics*.
- Dr. Emmanuel Desurvire has received the 2005 IEEE/LEOS William Streifer Scientific Achievement Award “for pioneering contributions to the physical and theoretical understanding of erbium-doped fiber amplifiers and their early device development.” Dr. Desurvire, who has been involved in

the field of optical fiber communications for over twenty years, has since 1994 been with Alcatel, a provider of communications solutions to telecommunication carriers, Internet service providers, and enterprises for delivery of voice, data, and video applications. Dr. Desurvire is Series Editor for the Wiley Survival Guides in Engineering and Science, and author of a number of titles, including *Erbium-Doped Fiber Amplifiers, Principles and Applications* (2002).

- Dr. Janusz Kacprzyk, Professor and Deputy Director for Research, Systems Research Institute at the Polish Academy of Sciences in Warsaw, has won the 2006 IEEE Computational Intelligence Society's Fuzzy Systems Pioneer Award, given for fundamental and seminal works on fuzzy multistage control, in particular fuzzy dynamic programming (FDP). Dr. Kacprzyk is author of the Wiley title *Multistage Fuzzy Control: A Model-Based Approach to Fuzzy Control and Decision Making* (1997) and co-editor of *Advances in the Dempster-Shafer Theory of Evidence* (1994).
- Dr. Michael E. Lamb, Professor of Psychology in the Social Sciences at the University of Cambridge, U.K., was a winner of the 2003-2004 James McKeen Cattell Fellow Award, bestowed by the American Psychological Society in recognition of his research on early family relationships, highlighting in particular the role of fathers in traditional and nontraditional families alike. Dr. Lamb's Wiley titles (as editor) include *The Role of the Father in Child Development* (2003) and *The Father's Role: Applied Perspectives* (1986).
- Dr. Clayton R. Paul, Sam Nunn Eminent Professor of Aerospace Engineering and Professor of Electrical and Computer Engineering at Mercer University in Macon, Georgia, has been named recipient of the 2005 IEEE Electromagnetics Award with an accompanying citation "for excellence in the advancement of electromagnetic theory towards solving crosstalk problems in transmission lines and cable assemblies." Dr. Paul

is also emeritus professor at the University of Kentucky and is the author of four Wiley textbooks: *Fundamentals of Electric Circuit Analysis* (2000), *Electromagnetics for Engineers* (2003), *Introduction to Electromagnetic Compatibility* (1992), and *Analysis of Multi-conductor Transmission Lines* (1994).

- Dr. Paras N. Prasad, SUNY Distinguished Professor in the Department of Chemistry at the University at Buffalo, has been named a recipient of the Scientific American 50 Award, placing him on the prestigious magazine's annual list recognizing the top 50 "outstanding acts of leadership in science and technology from the past year." Dr. Prasad was selected for his research in the use of customized nanoparticles developed by him and his colleagues to achieve gene therapy, avoiding the reliance on potentially toxic viruses as vectors. His Wiley titles include *Nanophotonics* (2004) and *Introduction to Biophotonics* (2003).
- Ruby Puckett, President of Food Service Management Consultants in Gainesville, Florida, has received the 2005 ASHFSA James C. Rose Publication Award, given by the American Society of Healthcare Food Service Administrators (ASHFSA) to recognize and encourage publication by food and nutrition service professionals. The award is named for James C. Rose, a noted writer and Past President of ASHFSA. Ms. Puckett is the author of the Jossey-Bass title *Food Service Manual for Health Care Institutions*, Third Edition (2004).
- Dr. Ali H. Sayed, Professor and Chairman of Electrical Engineering at UCLA, has been awarded the 2005 Frederick Emmons Terman Award of the Electrical and Computer Engineering Division of the American Society for Engineering Education (ASEE). The Terman Award, sponsored by the Hewlett-Packard Company, is bestowed annually upon an outstanding electrical engineering educator under the age of 45, in recognition of his or her contributions to the profession; the recipient must also be the principal

author of a published electrical engineering textbook prior attaining the age of 40.

Professor Sayed is the author of the Wiley textbook *Fundamentals of Adaptive Filtering* (2003).

- Dr. Michael Shur, the Patricia W. and C. Sheldon Roberts '48 Chaired Professor in Solid State Electronics at Rensselaer Polytechnic Institute, has been elected a fellow of the American Association for the Advancement of Science (AAAS). One of 376 newly elected fellows, Dr. Shur was cited for "distinguished contributions to novel semiconductor devices and integrated circuits." His several Wiley titles include *Introduction to Electronic Devices* (1995), *Lab on the Web: Running Real Electronics Experiments via the Internet* (2003, with Tor A. Fjeldly), and, as co-editor, *Properties of Advanced Semiconductor Materials: GaN, AlN, InN, BN, SiC, SiGe* (2001).
- Cheryl S. Smith's *The Rosetta Bone: The Key to Communication Between Humans and Canines* (Howell Book House, 2004) received three awards at the 2004 annual Dog Writers Association of America awards banquet: the Maxwell Medallion for best book on training and behavior, the special award sponsored by PetSafe Professionals for best bound work on training, and, finally, the ProPlan President's Award, awarded to the "best in show" of the 52 Maxwell winners.
- Alan Wendroff received the 2005 H.S. Warwick Research Award for Outstanding Published Scholarship, conferred by the Council for Advancement and Support of Education (CASE) for his Wiley book *Special Events: Proven Strategies for Nonprofit Fundraising*.

#### Title Awards

- The Wiley journals *Leader to Leader* and *Journal of Organizational Excellence*, and the Wiley newsletter *Alternatives to the High Cost of Litigation*, were among this year's winners in the seventeenth annual APEX Awards for Publication Excellence of Com-

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munications Concepts, Inc. *Leader to Leader* won in both the "Design and Layout" and "Magazine and Journal Writing" categories, and *Journal of Organizational Excellence* won in the "Magazines and Journals—Printed" category. *Alternatives to the High Cost of Litigation* was one of 21 newsletters receiving an Award of Excellence in the category of newsletter writing.

### In Memoriam

- Dr. Theodora W. Greene, former librarian for The Rowland Institute for Science at Harvard University, passed away on July 14. She had been suffering from cancer for a number of years. Dr. Greene was Assistant Editor for the Wiley InterScience database *Organic Syntheses* and co-author (with Peter G. M. Wuts) of *Protective Groups in Organic Synthesis* (Third Edition, 1999).
- Dr. George S. Hammond, a leader in the field of photochemistry who was widely credited with creating the discipline of organic photochemistry, passed away on October 5 at the age of 84. Dr. Hammond was professor at the California Institute of Technology prior to 1972, and at the University of California, Santa Cruz, where he also served as vice chancellor of natural sciences, from 1972 to 1978; from then until his retirement in 1988, he was research director at Allied Chemical Corporation (now Allied Signal). His numerous awards and honors include election to the National Academy of Sciences in 1963, the Priestley Medal in 1976, and the National Medal of Science in 1994. Dr. Hammond was founding editor for the Wiley series *Advances in Photochemistry*.
- Dr. Alexander Kossiakoff, Chief Scientist and former Director of The Johns Hopkins University Applied Physics Laboratory in Laurel, Maryland, passed away on August 6, 2005, at the age of 91. A pioneer in solid propellant rocket technology who guided the development of the Navy's first guided missile systems, Dr. Kossiakoff was born in

St. Petersburg, Russia, and moved with his family to Seattle, Washington, in 1923, earning a B.S. in chemistry from the California Institute of Technology in 1936 and a Ph.D. from The Johns Hopkins University in 1938.

Dr. Kossiakoff joined the Applied Physics Laboratory in 1946 and led the Bumblebee Program, which designed and perfected radar-guided supersonic missiles for ship-board air defense. In his long career at the Laboratory (he was appointed Director in 1969), he led the development of advanced systems for radar, air defense, strategic communications, submarine operations, and spacecraft to advance national security and space science. He received several prestigious awards and was a member of the American Association for the Advancement of Science and the International Council on Systems Engineering, and a Fellow of the American Institute of Chemists. Dr. Kossiakoff's Wiley textbook *Systems Engineering Principles and Practice* is in wide use at colleges and universities.

- Toni Trent Parker passed away on September 15 at the age of 58. She had been suffering from a brain tumor. Ms. Parker, who graduated from Oberlin College with a degree in history and did graduate work at the University of California, Berkeley, worked to advance the cause of African American children's literature, initially by joining with friends Sheila Foster and Donna Rand in the early 1990s to promote the literature through book fairs. In 1998, the three published *Black Books Galore! Guide to Great African American Children's Books* (Jossey-Bass), which was nominated for an NAACP Image Award within weeks of publication. The *Black Books Galore!* series ultimately comprised four titles.
- Ray Pelletier passed away on May 21 at the age of 52, as a result of complications following surgery. As founder and President of The Pelletier Group, Mr. Pelletier was a highly regarded leadership consultant and speaker with clients including Disney, AT&T, Johnson & Johnson, the Pentagon, the U.S. Air Force, and numerous professional and college sports teams. His Wiley title *It's All About Service: How to Lead Your People to Care for Your Customers* was published in May 2005.

- Sir Joseph Rotblat, British physicist and Nobel Peace Prize laureate, passed away at his home on August 31, 2005, at the age of 96. Born in Warsaw, Poland, Sir Joseph began his long career as a physicist during World War II, initiating work on the atom bomb at Liverpool University. He later transferred to the Los Alamos laboratory in the U.S., joining the Manhattan Project to help develop nuclear weapons before Hitler did, but resigned in 1944 when it became obvious that German scientists would not be successful in developing such weapons. He was the only scientist to resign before the bomb was tested, and he spent the remainder of his life working in opposition to nuclear proliferation.

To promote the ethical conduct of science, he worked with Albert Einstein and Bertrand Russell in the 1950s and was a driving force behind the 1955 Russell-Einstein Manifesto on nuclear weapons and the responsibility of scientists. For his initiatives in this area, he was awarded the 1995 Nobel Prize jointly with the Pugwash Conferences on Science and World Affairs, which had their origins in the Manifesto. Sir Joseph was a contributor to *Einstein—Peace Now!*, published just weeks before his death by Wiley-VCH in observance of the U.N.-endorsed World Year of Physics 2005 commemorating Einstein's pioneering contributions of 1905. ■

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