

TO OUR AUTHORS



The Semiannual Newsletter for John Wiley & Sons, Inc., Authors / WINTER/SPRING 2007

Celebrating 200 Years of Publishing

Friends,

Wiley is a very special place—there's really no other publishing company like it. For 200 years, we have endeavored to make a difference in the lives of human beings. We do that by helping to inform and educate the communities we serve, working closely with you, our authors and editors.



William J. Pesce (left), and Peter Booth Wiley

Together, we provide resources to help teachers teach and students learn. We assist researchers and scientists in developing and disseminating their research around the world. We provide professionals and consumers with access to information for their professional and personal interests.

As we mark our bicentennial, we are taking advantage of a rare opportunity to grow and expand our deep reservoir of must-have content and services, with the acquisition of Blackwell Publishing (Holdings) Ltd., one of the world's foremost academic and professional publishers, and the original publisher of W. H. Auden, J.R.R. Tolkien, and Graham Greene. We begin our third century of publishing collaborating with new colleagues to deliver even greater value than we could as separate entities and provide more content to more people than ever before in history.

Please join us in celebrating this year and the years to come.

Handwritten signature of William J. Pesce.

WILLIAM J. PESCE
President and CEO

Handwritten signature of Peter Booth Wiley.

PETER BOOTH WILEY
Chairman of the Board

In recognition of Wiley's bicentennial, we are introducing a new masthead for *To Our Authors*, designed by Harry Nolan, Creative Director, Wiley Higher Education.



René Olivieri (left), Blackwell Publishing CEO, with Will Pesce, Wiley President and CEO

Wiley To Acquire Blackwell Publishing

On November 17, Wiley announced an agreement to acquire the U.K.-based Blackwell Publishing (Holdings) Ltd., one of the world's foremost academic and professional publishers. The acquisition, coming on the eve of Wiley's 200th anniversary, will be the largest in the company's history, and brings together two successful companies that are remarkably complementary in their products and markets as well as in their cultures and values.

"We look forward, with genuine enthusiasm, to collaborating with our new colleagues at Blackwell Publishing," said William J. Pesce, President and CEO. "Together, we will deliver even greater value than we could as separate entities to all stakeholders—our customers, authors, society partners, and shareholders."

Blackwell Publishing publishes about 825 journals nearly evenly distributed between STM and the social sciences and humanities, as well as around 600 books a year, with a backlist of 6,000 titles. Blackwell Publishing is widely regarded as among the industry's best at building and maintaining strong relationships with

professional and scholarly societies, a noted Wiley strength as well. Together we will publish approximately 1,250 scholarly peer-reviewed journals and an extensive collection of books, delivered both in print and electronically. The union will extend our global market reach while bringing cost savings and increasing the efficiency of our technology investments.

"Combining Blackwell and Wiley, with our complementary strengths, presents a unique opportunity to create a global publishing business with deep strength in every major academic and professional field," said René Olivieri, CEO of Blackwell Publishing. "Furthermore, there is out-

standing cultural compatibility between our two firms that will not only smooth a successful transition to a single business, but also provide a platform for enhanced capabilities for the publishing partners and customers of the combined companies."

Nigel Blackwell, Chairman of Blackwell Publishing, said, "Wiley and Blackwell are two great firms sharing the same cultural values, and in particular, a common publishing ethic. Marrying them together makes perfect sense both commercially and for the benefit of the global academic and professional community."

With about 1,000 people employed by Blackwell worldwide, the merger will bring the total number of Wiley colleagues to around 4,600. The transition team will be jointly headed by Steve Smith, Chief Operating Officer of Wiley's U.K. operations, and Blackwell Publishing CEO René Olivieri. We welcome our new colleagues and look forward to advancing together our goal of providing more people more access to more content than ever before in the history of our two companies. ■

Funded Access Option Now Available to Wiley Journal Authors

Wiley has announced a new funded access service for authors of journal articles. Through this new program, authors will have the option of paying a fee to ensure that their article is available to non-subscribers upon publication via Wiley InterScience, as well as the author's funding agency's preferred archive if applicable.

"Wiley developed the funded access program as a response to journal authors whose funding might have certain requirements," said Mike Davis, Vice President, Global Life and Medical Sciences. "For those authors who want to publish in a Wiley journal, and whose funding agency requires deposit in an archive, this new program supports these requirements."

Funded access is currently available for 52 biomedical journals. Only authors of primary research articles qualify for funded access, and only those authors whose articles have been accepted for publication will be offered the option, to ensure that funded access has no influence on the peer review and acceptance process. Wiley will deposit the final PDF of the article into the funder's archive; this is the final, authoritative version of the article, after peer review, editing, any final corrections, online and print formatting, and publication. The fee for ensuring articles are made available through the funded access program is USD \$3,000 per article. ■

More information about funded access can be found at www.interscience.wiley.com/fundedaccess.

Journals participating in the Wiley funded access program

American Journal of Medical Genetics Part A	Hippocampus	Liver Transplantation
American Journal of Medical Genetics Part B: Neuropsychiatric Genetics	Human Brain Mapping	Macromolecular Bioscience
American Journal of Physical Anthropology	Human Mutation	Magnetic Resonance in Medicine
Annals of Neurology	International Journal of Cancer	Microscopy Research and Technique
Arthritis & Rheumatism	International Journal of Geriatric Psychiatry	Molecular Nutrition & Food Research (formerly Nahrung/Food)
Arthritis Care & Research	International Journal of Methods in Psychiatric Research	NMR in Biomedicine
BioEssays	Journal of Basic Microbiology	Pediatric Pulmonology
Cell Motility & The Cytoskeleton	Journal of Cellular Biochemistry	Proteins: Structure, Function and Bioinformatics
ChemBioChem	Journal of Cellular Physiology	Proteomics
Clinical Anatomy	Journal of Experimental Zoology Part A: Comparative Experimental Biology	Proteomics – Clinical Applications
Developmental Dynamics	Journal of Experimental Zoology Part B: Molecular and Developmental Evolution	Signal Transduction
Electrophoresis	Journal of Magnetic Resonance Imaging	Statistics in Medicine
European Eating Disorders Review	Journal of Medical Virology	Synapse
European Journal of Immunology	Journal of Neurobiology	The Anatomical Record Part A: Discoveries in Molecular, Cellular, and Evolutionary Biology
genesis: The Journal of Genetics and Development	Journal of Neuroscience Research	The Journal of Comparative Neurology
Genetic Epidemiology	Journal of Pathology	The Journal of Gene Medicine
Glia	Journal of Separation Science	Yeast
Hepatology		



Australian Prime Minister John Howard (at right) joined Wiley Australia's Managing Director Peter Donoghue in Canberra for the November 9 launch of *Cricket For Dummies*.

Four New NAS Members Affiliated with Wiley

Four of the 72 new members and 18 foreign associates elected to the National Academy of Sciences (NAS) in April 2006 are associated with Wiley as journal authors, editors, and editorial board members.

Membership in the NAS, a non-profit society of distinguished scholars engaged in scientific and engineering research, is conferred in recognition of notable and ongoing accomplishments in original research.

The new members who are affiliated with Wiley are:

- Roy Doi, Professor of Molecular Biology, University of California, Davis; Editorial Advisory Board Member, *The Chemical Record*
- Peter Ellison, John Cowles Professor of Anthropology, Harvard University; Editor, *American Journal of Human Biology*
- David Tirrell, Chair, Chemistry and Chemical Engineering, California Institute of Technology; Editorial Board Member, *Biopolymers*; Advisory Editor, *Journal of Polymer Science*
- Thierry Boon, Ludwig Institute for Cancer, Brussels, Belgium; Editorial Board Member, *International Journal of Cancer*. ■





New Wiley Imprint and Series Meet Evolving Student Needs

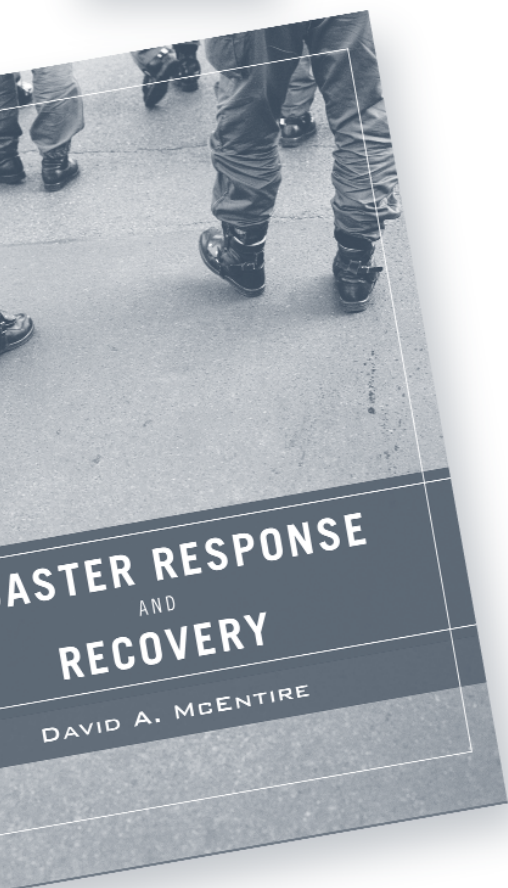
The landscape of higher education is changing rapidly. Many of today's students are working and have families, and are pursuing their post-secondary education with a strong career focus, whether entering, advancing, or changing careers. The new *Wiley Pathways* imprint has been created to accommodate the diversity of those paths. Targeting the fastest growing job creation areas, all *Wiley Pathways* books focus on the fundamentals and use a modular format with concise language and built-in resources that promote independent learning; the layout is straightforward and unadorned, the binding is softcover, and all are affordably priced at under \$60.

Wiley Pathways titles are grouped in career clusters of Business, Health Care Management, and Emergency Management, a growing field in which Wiley is among the first to offer textbooks. A business-oriented information cluster will follow in January, and others are in development. Launched in August, the first group of titles includes *Business Communication*, by Marty Brounstein, Arthur H. Bell, and Dayle M. Smith, with Connie Isbell; *Marketing*, by Alexander Hiam with Linda G. Rastelli; *Health Care Management*, by Donald N. Lombardi and John R. Schermerhorn, Jr., with Brian E. Kramer; and *Disaster Response and Recovery*, by David McIntire. For more information on the new imprint, please visit www.wiley.com/go/pathways.

The process of learning itself is evolving, in large part through the influence of new media. Guided by the input of researchers at New York University, Arizona State, and Columbia University, and in partnership with the National Geographic Society, Wiley has launched the *Wiley Visualizing* series of textbooks, integrating images and text in a highly innovative way. Starting from the finding that today's students are

increasingly visually oriented, the development of each *Wiley Visualizing* title begins with the images—photographs, maps, illustrations, and diagrams, from the National Geographic Society's vast collections—and then incorporates text to convey facts, concepts, processes, and principles. The approach is a fundamental rethinking of the traditional process, and students surveyed have described the results as highly captivating.

Priced substantially below traditional texts, each title comes with *WileyPLUS*, our online suite of teaching and learning tools and resources including videos, assessment tools, and study aids; the unique *Visualizing* approach is carried through all supplemental materials. The launch titles include *Visualizing Environmental Science*, by Linda R. Berg and Mary Catherine Hager; *Visualizing Psychology*, by Siri Carpenter and Karen Huffman; *Visualizing Geology*, by Barbara W. Murck, Brian J. Skinner, and Dana Mackenzie; and *Visualizing Human Biology*, by Kathleen A. Ireland and David J. Tenenbaum. For more about the series, please visit www.wiley.com/college/visualizing. ■



Wiley Prize Winners Are 2006 Nobel Laureates

Dr. Andrew Z. Fire and Dr. Craig C. Mello, two winners of the second annual *Wiley Prize in Biomedical Sciences* (given in 2003), have won the 2006 Nobel Prize in Physiology or Medicine “for their discovery of RNA interference – gene silencing by double-stranded RNA.” Dr. Fire, Professor of Pathology and Genetics, Stanford University School of Medicine, and Dr. Mello, Howard Hughes Medical Institute Investigator at the University of Massachusetts Medical School, shared the *Wiley Prize* with Dr. Thomas Tuschl of The Rockefeller University and Dr. David Baulcombe of the Sainsbury Laboratory at the John Innes Centre in Norwich, England, for their discoveries of novel mechanisms for regulating gene expression by small interfering RNAs (siRNA).

We are in the process of compiling a list of all Wiley authors who have won Nobel Prizes, which we anticipate will run to over 150 names. The list will be posted on the new wiley.com, which will launch in December in anticipation of the company’s 200th anniversary. We invite all our Nobel Laureate authors to inspect the list and to please inform us of any omissions by contacting Sarah Fewster (sfewster@wiley.com) or John Lehmann-Haupt (jlehmann@wiley.com) in Corporate Communications. ■



Katrina aftermath: this Ninth Ward house is a few blocks from of the Alvar Street Branch library

Helping Out in the Crescent City

New Orleans hosted this year’s American Library Association (ALA) Annual Conference, the city’s first such event since the ravages of Hurricane Katrina. Held June 23-27, it offered, among other things, a sobering study in contrast. “In and around the convention center and the French Quarter, it was business as usual,” said Jane White, National Sales Manager, Wiley InterScience. “If you hadn’t known there was a hurricane, you wouldn’t have known the difference. However, in the surrounding communities, it was a completely different story. In most places, it looked as if the flood waters had only receded yesterday. There are large areas where absolutely nothing has been done; most houses still have the marks made by the rescue crews to indicate whether anyone was inside.”

It wasn’t all gloom, though, with four Wiley colleagues volunteering to help get things back on track in the Ninth Ward. Jane and Mike Phillips, Senior Account Manager, spent Friday before the conference in the Holy Cross High School library, boxing up books in preparation for the school’s relocation, while Charles Regan, Professional/Trade Library Sales Manager, and Athena Michael, Library Sales Representative, were at the New Orleans Public Library’s Alvar Street Branch. “We helped put the books back on the shelves, the last touch of a three-month effort spearheaded by *Library Journal*,” said Charles; “it reopened two days later, to considerable fanfare.” A flooded mess in March, the library was revitalized with donated computers, carpeting, furniture, and other equipment, as well as books, through a drive coordinated by wholesaler Baker & Taylor. “Wiley donated over 80 titles,” Charles said. “It was gratifying to get involved in the community in a way you normally can’t at a trade show—especially for so worthwhile a cause.” ■

Wiley Board Gains New Members

Two new Directors, Richard M. Hochhauser and Eduardo Menascé, have been elected to the Wiley Board, bringing Board membership back to its full complement of 10.

Mr. Hochhauser has since 2002 been President and Chief Executive Officer of Harte-Hanks, Inc., a direct marketing services firm that is one of the largest producers of shoppers’ coupons and advertising circulars in the U.S. From 1997 to 2002, he served as President and Chief Operating Officer of Harte-Hanks, and he has been a director of the company since 1996.

Mr. Menascé is recently retired as President of Enterprise Solutions Group of Verizon Communications, a leading U.S. telecommunications provider; he held the position from 2000 to 2005. Mr. Menascé brings significant international experience to Wiley’s Board, having spent much of his career in Latin America and Europe. He now resides in the U.S. and currently serves on the board of directors of Hillenbrand Industries, Inc., KeyCorp, and Pitney Bowes, Inc.

“Richard Hochhauser and Eduardo Menascé bring significant business and corporate governance experience to Wiley’s Board of Directors,” said Peter Booth Wiley, Chairman of the Board. “We welcome their contributions and look forward to collaborating with them.” ■



Richard M. Hochhauser



Eduardo Menascé

Briefings

Author Honors and Awards

- Dr. Adrian Bejan, J.A. Jones Distinguished Professor of Mechanical Engineering at Duke University, was awarded the Luikov Medal, given once every two years by the International Center for Heat and Mass Transfer “for outstanding contributions to the science and art of Heat and Mass Transfer.” The award was conferred at the International Heat Transfer Conference in Sydney, Australia, on August 14, 2006. Dr. Bejan is the author of the Wiley titles *Advanced Engineering Thermodynamics*, *Convection Heat Transfer*, *Thermal Design and Optimization*, and *Entropy Generation Through Heat and Fluid Flow. Design with Constructal Theory*, written with Dr. Sylvie Lorente, is scheduled for a 2008 release.
- Mark Bittman won a 2006 James Beard Foundation Broadcast Media Award in the National Television Food Show category for his hosting of the PBS series *How To Cook Everything*, which is tied in with his Wiley *How To Cook Everything* cookbook series.
- Reiner Braun, of the International Network of Scientists and Engineers for Global Responsibility (INES), and Dr. David Krieger, President of the Nuclear Age Peace Foundation, received the ECOMIR Peace and Environmental Prize of the Russian Academy of Sciences, awarded in the Russian Duma in Moscow on May 23, 2006. The prize included recognition of their contribution as editors of the 2005 Wiley-VCH title *Einstein – Peace Now!*, a collection of articles by Nobel laureates, prominent scientists, and others reflecting on Einstein's vision of peace and justice.
- Scott Green is one of four 2006 inductees into the Business and Industry Hall of Fame of the American Institute of Certified Public Accountants (AICPA). Mr. Green is Chief Administrative Officer of Weil, Gotshal & Manges, and author of the Wiley titles *Manager's Guide to the Sarbanes-Oxley Act* and *Sarbanes-Oxley and the Board of Directors*.
- Dr. Daniel Halpin, professor emeritus and recently retired Bowen Head of the Division of Construction Engineering and Management at Purdue University, has been named an honorary member of the American Society of Civil Engineers (ASCE), the Society's highest accolade. The award, given in recognition of his exemplary 30-year career as an educator and researcher, was presented on October 20, 2006, at ASCE's annual Civil Engineering Conference in Chicago. In July, Dr. Halpin also received the Carroll H. Dunn Award of Excellence, the highest honor accorded by the Construction Industry Institute. Dr. Halpin's CYCLONE simulation system is used by engineering and construction researchers worldwide; his Wiley titles include *Construction Management* and *Financial and Cost Concepts for Construction Management*.
- Dr. Douglas C. Montgomery, of the Ira A. Fulton School of Engineering at Arizona State University, has been appointed Regents' Professor, the University's most prestigious academic rank. Regents' Professors are chosen for their excellence in teaching, exceptional achievements in research or other creative activities, and national and international distinction in their fields, and they serve as advisors to the University President. Dr. Montgomery's Wiley textbooks include *Applied Statistics and Probability for Engineers* (with George C. Runger), *Engineering Statistics* (with George C. Runger and Norma Faris Hubele), and *Design and Analysis of Experiments*.
- Dr. Clayton Paul, Sam Nunn Eminent Professor of Aerospace Engineering and Professor of Electrical and Computer Engineering at Mercer University in Macon, Georgia, has been named the recipient of the 2007 IEEE Undergraduate Teaching Award, with the following citation: “For sustained excellence and creativity in the preparation of instructional material and inspirational teaching of undergraduate engineering students.” Dr. Paul's Wiley titles include *Introduction to Electromagnetic Compatibility*, *Electromagnetics for Engineers*, and *Fundamentals of Electric Circuit Analysis*.
- Consulting statistician Dr. Jack B. ReVelle of ReVelle Solutions, LLC, was inducted on April 8, 2006, into the Purdue University ROTC Hall of Fame, honoring graduates who exhibit “the leadership, integrity, moral courage and self-discipline that the ROTC program seeks to develop.” On April 21, 2006, Dr. ReVelle was also awarded the Oklahoma State University College of Engineering, Architecture and Technology (CEAT) Melvin R. Lohmann Medal, presented annually to a CEAT graduate who has made “outstanding technical or managerial contributions to his or her profession and/or to the education of engineers, architects and technologists.” Dr. ReVelle's Wiley titles include *The QFD [Quality Function Deployment] Handbook* and *Safety Training Methods* (Second Edition with Joe Stephenson).
- Dr. Deborah J. Rumsey has been selected as a Fellow of the American Statistical Association (ASA), an honor conferred each year on a small number of ASA members distinguished by their outstanding reputations and contributions to statistical work. Dr. Rumsey is author of the Wiley titles *Statistics For Dummies*, *Statistics Workbook For Dummies*, and *Probability For Dummies*.
- Dr. Gavriel Salvendy, Professor at Purdue University's School of Industrial Engineering and Chair Professor and Head of the Department of Industrial Engineering at China's Tsinghua Uni-

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- versity, has won a Great Wall Friendship Award, the highest honor bestowed by the Chinese government on foreigners working in China. The award was presented on September 24, 2006, in the Great Hall of the People in Tiananmen Square, Beijing. Dr. Salvendy has helped bring Tsinghua University to the leading position among Chinese academic institutions in the field of industrial engineering, and he has conferred with Premier Wen Jiabao on the role of both industrial engineering and human factors in the further economic revitalization of China. His Wiley titles include *Handbook of Human Factors and Ergonomics* (as editor), *Handbook of Industrial Engineering: Technology and Operations Management* (as editor), and *Organization and Management of Advanced Manufacturing* (as editor, with Waldemar Karwowski).
- Dr. Lee S. Shulman, President of the Carnegie Foundation for the Advancement of Teaching and former Charles E. Ducommun Professor of Education at Stanford University, has won the 2006 University of Louisville Grawemeyer Award for Education. Dr. Shulman's Wiley titles include *The Wisdom of Practice: Essays on Teaching, Learning, and Learning to Teach* (Jossey-Bass) and *Teaching as Community Property: Essays on Higher Education* (Jossey-Bass).

Title Awards

- *The Handbook of Human Resource Management in Government*, edited by Stephen E. Condrey of the University of Georgia's Carl Vinson Institute of Government, has won the 2006 award for best public sector human resource management book of 2005, presented by

the American Society for Public Administration's Section on Personnel Administration and Labor Relations.

- *Principles of Genetics*, 4e, by D. Peter Snustad and Michael J. Simmons, won second place in the 2007 New York Book Show in the category of School Publishing College Cover. The show is sponsored by The Bookbinders' Guild of New York, and winning entries will be on display Tuesday evening, March 6, 2007, in the Grand Ballroom of The Manhattan Center at 311 West 34th Street.
- Six Wiley journals and newsletters have won 2006 Apex Awards for Publication Excellence, some in multiple categories. In the indicated categories, they are:
 - *Leader to Leader* – Grand Award; Design & Layout. Special issue *Leader to Leader – Leadership Breakthroughs from West Point* – New Magazines & Journals
 - *Human Resource Management* – Covers; Most Improved Magazines & Journals
 - *Natural Gas @ Electricity* – Feature Writing
 - *Mental Health Weekly* – Health & Medical Writing
 - *The Brown University Child and Adolescent Behavior Letter* – Newsletters – Print
 - *The Brown University Psychopharmacology Update* – Newsletter Writing

In Memoriam

- Dr. Norman Lloyd Johnson, Professor Emeritus in the Department of Statistics at the University of North Carolina (UNC) at Chapel Hill, passed away on November 18, 2004, at the age of 87. A native of England, he earned his BS in Mathematics and Statistics and his MS degree in Statistics from University College London, where he was appointed Assistant Lecturer in Statistics in 1938, a post he returned to in 1945 after serving with the British Ordnance Board during World War II; he obtained his doctorate

there in 1948. Two visiting appointments in the United States, at UNC in 1952–1953 and Case Institute of Technology in Cleveland, Ohio, in 1960–1961, led to his permanent UNC appointment as Professor in the Department of Statistics in 1962; he served as Chairman from 1971–1976, officially retiring in 1982. Dr. Johnson was a prolific author whose Wiley titles include *Univariate Discrete Distributions* (with Adrienne W. Kemp and Samuel Kotz), *Survival Models and Data Analysis* (with Regina C. Elandt-Johnson), and *Leading Personalities in Statistical Sciences: From the Seventeenth Century to the Present* (as co-editor, with Samuel Kotz). He was also an original co-editor (with Samuel Kotz and Campbell B. Read) of the *Encyclopedia of Statistical Sciences*, widely viewed as one of the most influential publications in statistics of the 20th century. ■

TO OUR AUTHORS



Publisher
Deborah E. Wiley

Editor
Susan Spilka

Writer
John Lehmann-Haupt

Production
Lattelle Solomon

Please send all inquiries to:
Corporate Communications
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774
sspilka@wiley.com

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