

TO OUR AUTHORS



The Semiannual Newsletter for John Wiley & Sons, Inc., Authors / WINTER/SPRING 2008

For Our Authors

President and CEO Will Pesce has spoken often of Wiley's commitment to being "the place to be" for all our stakeholders. That commitment is part of the company's official vision statement, and it's more than rhetoric. To help serve our author community, we have created the position of Director of Author Services, with global responsibility across Wiley.

"My goal is to serve our authors and help them make the most of their partnership with Wiley," says Tim Ryan, who brings more than 20 years experience as an editor and publisher to the position. "I listen to authors' needs and work closely with editorial, production, marketing, and technical staff to provide new tools, information, and services."

Part of Tim's role is to understand and help shape emerging trends in content creation, authoring tools, and the technologies and standards behind them. Awareness of the markets we publish in is also key. "Anticipating change and helping to support authors throughout their processes are central to my activities," Tim says.

Wiley also helps to connect authors with customers in a number of ways. "We offer Discussion Forums on sites such as Frommers.com and Wrox.com, enabling authors to interact directly with their audiences," says Tim. "In fields such as computational finance, our Professional/Trade marketing and editorial staff have launched a pilot using Web 2.0 technology that helps book authors raise their visibility by building communities around their work." These communities, called Collective Knowledge Portals, give customers information and interaction with authors through blogs, videos, podcasts, RSS feeds, event listings, and tagging.

Wiley has developed a wide range of tools and Word templates to assist authors in the writing process. In our Higher Education and Professional/Trade businesses, we are launching a pilot program to provide book authors with Web-based collaboration spaces that also allow Wiley editors and reviewers to offer feedback on the work. Our Wiley-Blackwell business has a strong online component, and for those authors we provide special Web-based services. "Our online manuscript submission system speeds up the review process and reduces time to publication," says Tim. "The system is available to most journal authors, and we are beginning to roll it out to authors of major reference works as well."

Wiley-Blackwell was created in early 2007 through the union of Wiley's STM business and Blackwell Publishing, and one of the many compatibilities of the two companies is our shared passion for serving authors. "Both Wiley and Blackwell had developed a rich set of services for authors, each with a slightly different focus," says Nancy Wing, Senior Web Publishing Manager, who looks after the whole experience of Wiley-Blackwell journal authors. "The merger gives us an opportunity to provide authors with the best of both worlds." Watch these pages for announcements of new author services; in the meantime, we encourage journal authors to fill out the online surveys we

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email them periodically. As Nancy says, “The surveys are instrumental in planning new author services, and they help editors shape the direction of a journal.”

For all three of our businesses—Professional/Trade, Wiley-Blackwell, and Higher Education—we have set up author advisory groups to work on new ways to help authors. “We’re committed to bringing them the tools and services they need to succeed,” says Tim. “At the same time, we make a point of keeping ourselves informed about other publishers’ offerings, to make sure Wiley authors are getting the best.”

Because we approach serving our authors with a company-wide perspective, we can plan strategically and ensure that best practices and useful tools developed in one Wiley business can readily be made available to the others. “One of the most important services we provide to our authors is the expertise, professionalism, and dedication of our staff,” says Tim. “We’re passionate about partnering with authors to create products that educate, inform, and improve the lives of our customers. Wiley is a great place to be.” ■

Author Taps Blogosphere, Shares His Finds

Imagine you’re the author of a book titled *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. You’ve set yourself up, in a way. “The pressure was definitely on,” says the book’s actual author, David Meerman Scott, “to use its tools and techniques to promote it, and prove that they work.”

But he needn’t have worried; *The New Rules of Marketing and PR* debuted at number 66 on Amazon in May and is already into its fourth print run, garnering a *Publishers Weekly* Starred Review along the way.

David has been generous in sharing his methods with fellow Wiley authors. A free Webinar he presented on July 17 was attended by some 50 business authors, with at least as many logging on to the replay afterwards. “Authors are moving more and more towards promoting their own books,” says Matt Holt, Executive Editor. “For quite a while, email blasts have worked well, but they’ve been hurt by spam filters. Most of my authors aren’t part of the blogging crowd, and David’s presentation was very instructive in showing them how to tap into that phenomenon.”

The heart of the approach is “viral marketing,” the online transmission of a message from one person to the next. “You can get a hit in the *Wall Street Journal* or the *New York Times*, and it sells a few thousand books,” says David. “But on the Web, you can get a thousand little hits, with each one selling a few books.” David used the book’s acknowledgements to prime the pump in a novel way. “I listed 163 bloggers who in one way or another helped me create the book,” he says. “I offered each of them an advance copy; 120 emailed me back immediately, and 100 of them blogged about the book as a result. That number is now up to about 350. It generates a great deal of buzz, what I call

‘word of mouse,’ and I’m absolutely sure it jump started the book. Bloggers often have Amazon associate accounts, and they’ll not only link back to me but also post an Amazon link for the book, since they get a five percent commission on sales.” For those who’d like to know more, David has a traditional message—read his book!

David refers to Joe Wikert, Vice President and Executive Publisher, as the “godfather” of the book, for his enthusiastic response to the concept when they first met at the 2006 Software and Information Industry Association conference. “David clearly ‘gets’ the power of the blogosphere,” says Joe, whose own blog (“A Book Publisher’s Future Visions of Print, Online, Video and All Media Formats Not Yet Invented”) can be found at www.joewikert.com. “He tapped into the wisdom of the crowd as he wrote the book, and then paid tribute to all those who participated by naming them and linking to them on his blog. Links are extremely valuable in the blogosphere, as they improve your ranking. The beauty of David’s approach is that he’s helped lift everyone’s boat while getting more people to talk about his book every month.” ■

Bridging the Digital Divide: Publishers Unite to Benefit Developing World

Access to information can be a matter of life and death, and nowhere more than in the developing world, where knowing how to combat diseases like malaria and avert environmental degradation is crucial to a society's viability.

In recent years, over 100 publishers, Wiley and Blackwell (now Wiley-Blackwell) among the founding six, have joined together with three UN organizations and two major universities to provide scientists, policymakers, and librarians in more than 100 of the world's poorest nations free or nearly free online access to journals in the areas of health, agriculture, and the environment. The three programs—HINARI (Health InterNetwork Access to Research Initiative), AGORA (Access to Global Online Research in Agriculture), and OARE (Online Access to Research in the Environment)—are bridging the information gap between the developed and developing world.

On July 10, HINARI, AGORA, and OARE partners met at the National Academy of Sciences in Washington, DC, to announce officially their continued commitment to the initiative until at least 2015, in line with the UN Millennium Development Goals. "There aren't many third-world development policies with a long-term focus," says Emily Gillingham, Wiley-Blackwell Director of Library and Institutional Marketing, who has played a key role in marketing and outreach for the three programs. "To have three UN agencies and over 100 publishers united at this level of commitment is extraordinary."

The partners have recently been joined by Microsoft, which as sole technology partner has already donated its services to resolve problems with the HINARI/AGORA/OARE authentication system managed by WHO, the UN's World Health Organization. These issues had been interfering increasingly with researchers' access to articles as activity increased.

The Origins, the Outlook

Barbara Aronson, who manages the Geneva-based HINARI, describes the program's genesis. "The WHO sponsors frequent meetings in which researchers from developing countries advise us in setting health-related norms and standards," she says. "Back in the 90s, I noticed that during breaks, the researchers would often be photocopying articles in our library, to help them inform their government ministries, to support their own teaching and research, or, in some cases, to assist in the treatment of a sick relative. I got a clear picture of what the need was, and when journals began to go online, there was a window of opportunity. I had the idea of coming up with a tiered pricing plan for journal access, and we began discussions with publishers. At every turn, the publishers have come through with more than we had anticipated. From the start, they said they wouldn't collect any licensing fees (37 of the countries pay a token \$1000 per year, with the remaining 70 obtaining free access), but instead have them deposited in a fund administered by the WHO and used for training and outreach."

Wiley and Blackwell have been proactively involved in the development of all three programs. "From the outset, managers from both Wiley and Blackwell have played

a significant role in the development of HINARI, AGORA, and OARE," says Maurice Long, Publisher Coordinator. Wiley and Blackwell executives have helped not only in crafting and launching the programs, but also in developing the recently published HINARI-AGORA-OARE strategic plan, *The Path to 2015*. Additionally, Wiley-Blackwell donates two days of Emily Gillingham's time each month, to promote awareness of the programs and organize information technology training sessions.

Although it will probably take decades to assess the programs' full effect, they have already had an unmistakable impact on the training of health professionals and a number of other processes as well. "Researchers in these countries can now write grant proposals with up-to-date bibliographies, which means they can compete for funding with everyone else," says Barbara. "And there has been a positive effect on 'brain drain.' In the past, researchers trained abroad would feel isolated when they returned home, a dispiriting experience; now they can participate in their global communities."

It may be years before the programs' long-term goals are realized, as reflected in sustainable improvements in health and food security in the target countries, and in the quantity and quality of research papers emanating from them. But anecdotally, it is clear that the doctors, researchers, academics, students, agronomists, social scientists, economists, and administrators who access the over 5,000 journals offered value that access very highly. To quote just one testimonial, from Dr. Mohamed Jalloh, Urologist, Department of Urology Hôpital Général de Grand Yoff, Dakar, Senegal:

"Little is known about prostate cancer in Africa...We discovered HINARI three years ago, and we were delighted to find this endless and magical source of information providing us with full-text peer-reviewed articles. Though them, it became easy for us to determine the main concerns regarding prostate cancer in Africa and in other parts of the world. It would be difficult to find the appropriate words to describe how important this resource is to us." ■

Peer Review Survives Another Challenge

Peer review is constantly being challenged and yet remains the key element in the publication of articles reporting original research. In a recent survey of librarians (*Self-Archiving and Journal subscriptions: Co-existence or Competition?*, by Chris Beckett and Simon Inger of Scholarly Information Strategies Ltd), respondents showed a strong preference for content that has undergone peer review. Libraries might cancel a subscription to a journal if the authors have self-archived most of the articles in the accepted version (post-peer review) but they are unlikely to cancel if only the pre-prints (pre-peer review) are available free over the net.

With much publicity, *Nature* tried a new model, enabling authors to choose whether to allow their paper to be posted online; anyone could then comment on these papers, provided that they signed their contribution. This open peer review trial ran from June-September 2006 but was then terminated as take-up from both authors and potential reviews was low. This was despite *Nature* emailing all Nature.com registrants several times, editors contacting interested individuals, and a piece about the trial appearing on the Nature.com home page.

Of the 1,369 papers made available for review during the period, authors of only 71 (five percent) made them available for open comment. Of these, 33 received no comments, with the remaining 38 receiving 92 comments, of which 49 were about eight papers.

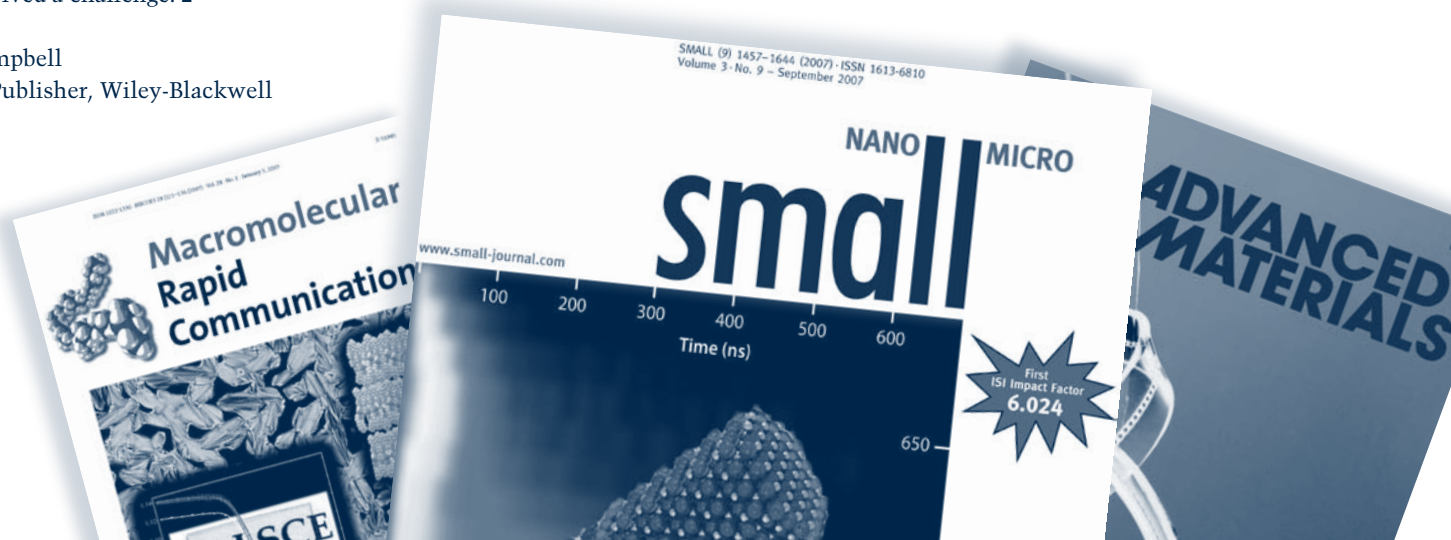
So, once again, conventional peer review has survived a challenge. ■

Bob Campbell
Senior Publisher, Wiley-Blackwell

Materials and Polymer Science Journals Put Up the Numbers

Wiley journals in the area of materials and polymer science are earning impressive Impact Factors—numbers published annually by ISI (Institute of Scientific Information, a division of Thomson Scientific) which quantify the frequency with which the average article in a journal has been cited in a particular year or period. The Impact Factor is a widely used indicator of a journal's influence within its field. Some highlights follow.

- After two full years of publication, *Small*, the interdisciplinary journal on nanoscience and nanotechnology, received its first Impact Factor, a 6.024—the highest-ever initial number for a journal specializing in science and technology on the micro/nano scale, landing it in second place in nanoscience and nanotechnology and ninth in multidisciplinary materials science.
- *Advanced Materials*, with an Impact Factor of 7.896, continues to be one of the top three journals publishing original research in two categories: multidisciplinary materials science and multidisciplinary chemistry. With 34,000 citations, it is also the second most cited journal in materials science. Its sister journal *Advanced Functional Materials* has posted consistently higher Impact Factors since its launch; it is currently at 6.779, and it has an Immediacy Index of 1.233, very high for a full-paper journal.
- The Impact Factor of *Macromolecular Bioscience* increased again by 33 percent, to 2.521, moving it from fifth place to second in the biomaterials category.
- *Macromolecular Rapid Communications* shows increases in both its Immediacy Index and its Impact Factor, now 3.164, that clearly demonstrate its position as one of the leading journals in the field of polymer science.
- With an Impact Factor of 2.021, *Macromolecular Chemistry & Physics* confirms its position among the leading journals in polymer science.
- *Plasma Processes & Polymers* has received for its second Impact Factor a 2.298, clearly asserting its position among the top journals in the fields of low temperature plasma science and polymer science.
- *Macromolecular Materials & Engineering* has achieved an Impact Factor of 1.498, its highest ever, placing it for the first time among the top 20 journals publishing original results in polymer science.
- *Macromolecular Theory Simulations* shows a significantly increased Immediacy Index of 0.582, ranking it fourth among all journals publishing original results in polymer science; its present Impact Factor is 1.073. ■



Professor Larry Overman Honored

Wiley recognized Professor Larry E. Overman for his contributions to Wiley's Organic Reactions book series at the American Chemical Society Meeting in Boston, Massachusetts, on Monday, August 20, 2007. Professor Overman served as Editor-in-Chief of Organic Reactions from 2000 on, and has been a member of the Editorial Board since 1984. He is well known for his many contributions to organic chemistry, with a focus on the invention of new reactions and strategies, along with the impressive achievement of total syntheses of more than 80 structurally complex natural products. Wiley presented Professor Overman with a glass sculpture award and a first edition of Volume 1 of Organic Reactions, published in 1942. The first edition copy was donated by Roy Kaufman, Wiley-Blackwell Legal Director, who obtained it from his father, an important chemist himself.

Professor Overman is retiring as Editor-in-Chief of Organic Reactions in December of 2007, and is being succeeded by Professor Scott E. Denmark from the University of Illinois. Wiley wishes to thank and acknowledge Professor Overman for his many contributions to the success of this historic series. ■

Dr. Darla Henderson
Senior Editor

Peter Gölitz: 25 Years as Editor-in-Chief of *Angewandte Chemie*

When Peter Gölitz took over editorship of the German Chemical Society's journal *Angewandte Chemie* at Verlag Chemie publishers in 1982, he was one of five on an editorial team of chemists publishing around 1,000 pages a year, with more than 90 percent of the articles originating in Germany. Today an editorial team of 18 Ph.D. chemists and nine other colleagues produces well over 9,000 pages annually, and while German authors are still the largest group of contributors, four out of five articles come from the rest of the world.

The most stunning measure of the journal's success, however, is its impact factor—just over 4 in 1982, 10 in 2007, surpassing its established competitors. "Peter Gölitz's commitment to quality, innovation, and collaboration with our learned society partners has been instrumental in developing *Angewandte Chemie*, or *Angewandte* as it is known colloquially in the chemical community, as one of the

world's preeminent chemistry journals," says Will Pesce, President and CEO. "We are proud that he represents Wiley in this community and look forward to continuing our enduring partnership with him." Wiley acquired VCH Publishers to form Wiley-VCH in 1996.

Dr. Gölitz's achievements have been recognized by the Gesellschaft Deutscher Chemiker (German Chemical Society, GDCh), which awarded him its Gmelin-Beilstein Medal in 2000, and by the French Chemical Society (SFC) in 2005. In the 1990s he was instrumental to the consolidation of the European chemistry journals system in helping to found *Chemistry—A European Journal* with 14 national society partners, and he has served as a founding editor for several other journals.

"*Angewandte* is our flagship journal, and the GDCh is most thankful to Peter Gölitz leading it from strength to strength," says Professor Wolfram Koch, Executive Director of the Society. ■

Frommer's® Marks 50th Anniversary

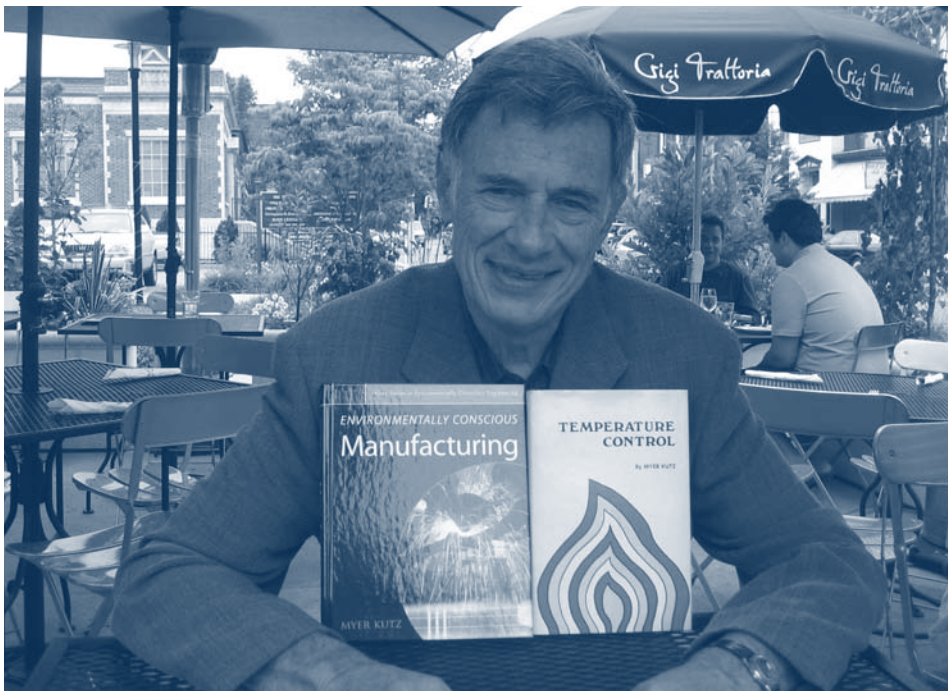
In the mid-1950s, a young GI named Arthur Frommer was stationed in Germany and began to explore Europe on his off time, writing up his findings for the benefit of his fellow servicemen. Recast for a civilian audience, his revolutionary *Europe on \$5 a Day* launched in 1957 to open up the age of modern travel. "Until then, travel had been largely perceived as the prerogative of the wealthy, with their steamer trunks and grand tours," says Mike Spring, Vice President and Publisher. "Arthur showed us not only that we could all afford to travel, but that when you travel inexpensively, you travel better, experiencing local culture more immediately and more fully."

Today, Frommer's is the number one brand in travel, offering more than 350 guides for every type of travel from budget to first class, but all faithful to Arthur's vision of travel as an opportunity for discovery, adventure, and growth. As the franchise heads into the future, with new products and a popular Web site at www.frommers.com, the torch is passing to Arthur's daughter Pauline, who has launched her own award-winning travel guide series. Arthur's own activity, however, continues unabated; he writes a daily blog, airs a weekly syndicated radio show with Pauline, and is currently preparing the scripts for a forthcoming series of video guides.

Frommer's came to Wiley with the 2001 acquisition of Hungry Minds, which included the For Dummies®, CliffNotes®, and Webster's New World® brands, among others. "We've found that Wiley treats its authors very respectfully, in an honest, straightforward way," says Pauline; "it's a wonderful company." Arthur agrees. "It's the best relationship we've ever had with a publisher," he says. "There's an exceptional combination of competence and sincerity at Wiley. When I was first introduced to the Wiley sales staff, I recognized a number who had been stars at other organizations; somehow they had all gravitated to Wiley." ■

Myer Kutz: Wiley Author, Wiley Executive

Wiley's bicentennial isn't the only anniversary we're celebrating in 2007. As the company turns 200, *Architectural Graphic Standards*, now in the 11th edition, turns 75, and our Frommer's® travel brand turns 50. And Myer Kutz, who joined Wiley in 1976 and headed Scientific and Technical Books (the predecessor of STM) from 1985 to 1990, marks his 40th anniversary as a Wiley author, a prolific career begun with his 1967 *Temperature Control*. We caught up with Myer recently and spoke with him about his four decades on both sides of the publishing aisle.



Then and now: Myer Kutz with his first book, *Temperature Control* (1967, at right), and his *Environmentally Conscious Manufacturing* (2007)

An MIT graduate with an M.S. degree from RPI, Myer was working in 1967 at the MIT Instrumentation Laboratory (now the Draper Laboratory), specializing in inertial guidance systems of the type used in the Apollo moon shot. "My boss there, Ed Hickey, knew John Sununu—yes, *that* John Sununu, Chief of Staff under the first President Bush—and the three of us were planning to do the temperature control book for Wiley. But Sununu, who was then a professor of mechanical engineering at Tufts, was too busy, and Ed didn't want to

do it without him, so I said I'd do it. I was only 26 or 27 at the time, and very proud to have the opportunity."

Moving to New York in the late 60s, Myer worked for a company that made decoding equipment for airplanes, and extended his literary efforts with a book on the Rockefeller family and, under the pen name Mike Curtis, a series of paperbacks that included biographies of Joe Namath, Jimmy Connors, and Warren Beatty. In 1976, he joined Wiley as an acquisitions editor, building up a list including many titles still alive in new editions.

In 1981, Myer was tapped to head the newly formed electronic publishing group, quickly securing for Wiley a position in the pre-Internet online environment. "We

signed an agreement with the *Harvard Business Review* to put the full text online for customers of Dialog and BRS [Bibliographic Retrieval Service], used primarily by librarians for bibliographic lookup," he says. Other innovations followed. "For the third edition of *Kirk-Othmer Encyclopedia of Chemical Technology*, we had the typesetter save the work on magnetic tapes," says Myer. "Working with BRS, we were able to put the full text online, including the tables. It was an industry first." Myer also oversaw successes in print formats that were new for Wiley, such as the loose-leaf *Current Protocols in Molecular Biology*. "We had no experience with loose-leaf, but the format fit the discipline, with its frequent updates, and the subscriptions just exploded," he says.

Highlights of Myer's stewardship of Scientific and Technical books include the 1986 edition of *Mechanical Engineers' Handbook*, for which he was credited as editor, and the eighth edition of *Architectural Graphic Standards*, published in 1988. In early 1990, Myer decided to strike out on his own, forming Myer Kutz Associates, Inc., a publishing and information services consulting firm. His ongoing relationship with Wiley as an author, however, has yielded a steady flow of new releases, with 11 titles currently listed under his name on wiley.com, including five in the new Wiley Series in Environmentally Conscious Engineering.

Myer also serves as editor of *The PSP Bulletin*, the newsletter of the Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers (AAP), and as a judge for the annual PSP awards. He was also the first representative of the publishing industry to serve on the Board of Trustees of the Online Computer Library Center (OCLC).

We asked Myer what observations he might have on the industry at a time when some have questioned the role of the publisher. "I think the one thing you can't do without is the relationship between author and editor," he says. "It's the point

Myer Kutz: Wiley Author, Wiley Executive

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around which the whole publishing process revolves. Wiley has an editorially based culture, and one thing they do extraordinarily well is deal with authors. They are fair and responsive, and there's no other company of their size that allows its authors to review sales on a monthly basis."

Myer dedicated his *Environmentally Conscious Materials and Chemicals Processing* (2007) to the memory of Bradford Wiley, Sr., Mike Harris (head of the Professional Group until his 1981 retirement), and Bob Polhemus. "I considered them mentors," says Myer. "Bob taught me what it meant to be a good editor, and Mike, who was Bob's boss, always made me feel he had faith in what I could do. Brad represented the Wiley family's involvement and commitment to the business; to me, he always personified the innate classiness of the company." ■

Nine Wiley Authors Lauded as Nobel Laureates

The 2007 Nobel Prize winners in Chemistry, Physics, Economics, and Physiology or Medicine are all Wiley authors. They are: **Dr. Gerhard Ertl**, of the Fritz-Haber-Institut der Max-Planck-Gesellschaft in Berlin, Germany; **Dr. Mario R. Capecchi**, of the University of Utah in Salt Lake City, U.S.; **Sir Martin Evans**, of Cardiff University, U.K.; **Dr. Albert Fert**, of the Université Paris-Sud Unité Mixte de Physique, CNRS/THALES, Orsay, France; **Dr. Peter Grünberg**, of Forschungszentrum Jülich, Jülich, Germany; **Leonid Hurwicz**, of the University of Minnesota, Minneapolis, U.S.; **Dr. Erik Maskin**, of the Institute for Advanced Study, Princeton, New Jersey, U.S.; **Dr. Roger Myerson**, of the University of Chicago, Illinois, U.S.; and **Dr. Oliver Smithies**, of the University of North Carolina at Chapel Hill, U.S.

Dr. Gerhard Ertl received the Chemistry prize for his studies of chemical processes on solid surfaces. Dr. Ertl is co-editor of the eight-volume *Handbook of Heterogeneous Catalysis*, to appear in early 2008, and serves on the editorial boards of *Chemistry—A European Journal* and *ChemPhysChem*, which are published by Wiley-VCH together with numerous European Chemical Societies.

Leonid Hurwicz, Dr. Erik Maskin, and Dr. Roger Myerson were awarded the Economics prize for laying the foundations of mechanism design theory. All three write for a variety of Wiley-Blackwell journals.

Dr. Peter Grünberg and Dr. Albert Fert were jointly awarded the Physics prize for the discovery of Giant Magnetoresistance. Dr. Grünberg recently published a highly-cited review article in *Physik Journal* on behalf of Germany's Physical Society, the world's largest physical society. With his colleagues, Dr. Fert has coauthored several articles that appear in Wiley-Blackwell journals.

Dr. Mario R. Capecchi, Sir Martin Evans, and Dr. Oliver Smithies were awarded the Physiology or Medicine prize for their discoveries of principles for introducing specific gene modifications in mice by the use of embryonic stem cells. The three have contributed articles to Wiley-Blackwell journals, and Sir Martin Evans is also on the editorial board of *Encyclopaedia of Molecular Cell Biology and Molecular Medicine*.

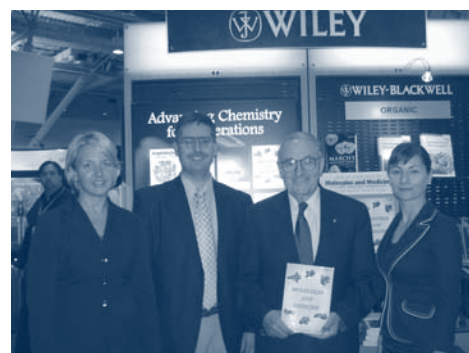
Since the establishment of the Nobel Prize in 1901, Wiley and its acquired companies have published the works of more than 350 Nobel Laureates in every category in which the prize is awarded. We are proud to have worked with some of the greatest thinkers of the 20th and 21st centuries. ■

Nobel Laureate Book Signing a Show Stopper

Nobel Laureate E.J. Corey signed copies of his new Wiley-Blackwell book, *Molecules and Medicine*, at the American Chemical Society Meeting in Boston, Massachusetts, on Tuesday, August 21, 2007. Professor Corey's book signings were literally a show-stopper, with more than 250 people waiting in line for a total of two and a half hours, first at the *Chemical & Engineering News* booth and then for a second signing at the Wiley-Blackwell booth.

Professor Corey received the 1990 Nobel Prize in Chemistry for developing the theory and methodology of organic synthesis, and his logic of chemical synthesis has guided hundreds of important developments in the pharmaceutical, fine chemical, and polymer/plastic industries. His recent book, coauthored with postdoctoral students László Kürti and Barbara Czako, explains more than 100 important drugs, from aspirin to the modern Januvia™, Merck's newest drug for the treatment of type 2 diabetes. The book covers the basic history of each drug and explains the relationship between the drug and its action in the human body.

"*Molecules and Medicine* is a unique and important contribution to the literature, easily understood by and useful to both the educated layperson and the more experienced scientific or medical professional," says Dr. Darla Henderson, Senior Editor. "It fills an urgent information need by explaining medicines to members of our growing healthcare system and the population at large." ■



(From left) Dr. Darla Henderson, Dr. László Kürti, Professor E.J. Corey, and Dr. Barbara Czako at the American Chemical Society booth for Wiley-Blackwell

Briefings

Author Honors and Awards

- **Elaine Biech**, president and managing principal of ebb associates inc, an organizational development firm that helps organizations work through large-scale change, is the winner of the 2006 **Gordon M. Bliss Memorial Award**, given by ASTD (American Society for Training and Development), the world's largest association dedicated to workplace learning and performance professionals. The award, conferred on June 4, 2007, recognizes an ASTD member who has made significant contributions in advancing ASTD's vision and goals, improving an employer's or client's workplace learning and performance, and enriching a community through volunteering professional skills. Ms. Biech has written or edited many Wiley books, among them *Training for Dummies* and, under the Jossey-Bass/Pfeiffer imprint, *Marketing Your Consulting Services*, *The Consultant's Quick Start Guide*, *The Pfeiffer Book of Successful Team-Building Tools*, *The Pfeiffer Annual: Training (1999-2007)*, and *The Pfeiffer Annual: Consulting (1999-2007)*.
- **Dr. Martin Jansen** of the Max-Planck-Institut für Festkörperforschung in Stuttgart, Germany, has received the **Karl Ziegler Prize**, given every two years as the highest award of the German Chemical Society. Dr. Jansen is a member of the Editorial Board of the Wiley-VCH journal *Angewandte Chemie* and co-editor of *Zeitschrift für Anorganische und Allgemeine Chemie*.

- **Dr. William J. Mitsch**, Distinguished Professor of Environment and Natural Resources at The Ohio State University and Director, Wilma H. Schiermeier Olentangy River Wetland Research Park, received a **Lifetime Achievement Award** from the Society of Wetland Scientists (SWS) on June 12, 2007. The award is presented to individuals "in honor of a distinguished and extensive career of consistent meritorious contributions to wetland science and management." Dr. Mitsch is coauthor of the Wiley titles *Ecological Engineering and Ecosystem Restoration* (with Dr. Sven Erik Jørgensen) and *Wetlands*, Fourth Edition (with Dr. James G. Gosselink).
- **Dr. Ben Munk**, professor emeritus at Ohio State University, received the **John Kraus Antenna Award** at the 2007 IEEE Antennas and Propagation International Symposium held June 10-15 in Honolulu, Hawaii. The award was given "for his contribution in designing thin and broadband conformal arrays (10:1) with VSWR < 2 and scan angle $\pm 60^\circ$ in both E- and H- plane, without use of lossy materials." Dr. Munk is the author of the Wiley titles *Frequency Selective Surfaces: Theory and Design* and *Finite Antenna Arrays and FSS*.
- **Dr. Yahya Rahmat-Samii**, Distinguished Professor and past chairman of the Electrical Engineering Department at UCLA, received the **Chen-To Tai Distinguished Educator Award** at the 2007 IEEE Antennas and Propagation International Symposium, held June 10-15 in Honolulu, Hawaii. The award was given "for significant contributions to electromagnetics education and for inspiring new methodologies for the design, analysis, and measurement of complex antenna systems." Dr. Rahmat-Samii is coeditor (with Dr. Eric Michielssen) of the Wiley title *Electromagnetic Optimization by Genetic Algorithms*.

- **Dr. Mathukumalli Vidyasagar**, Executive Vice President of the Tata Consultancy Services in Hyderabad, India, has won the 2008 **IEEE Control Field Award**, given "For promulgation of control science and engineering and contributions to robust control, robotics and statistical learning theory." Dr. Vidyasagar is coauthor (with Dr. Mark W. Spong and Dr. Seth Hutchinson) of the Wiley title *Robot Modeling and Control*.

Title Awards

- **Fischer Black and the Revolutionary Idea of Finance**, by **Dr. Perry Mehrling**, professor of economics at Barnard College, Columbia University, has won the best book of 2007 award given by the European Society for the History of Economic Thought (ESHET). The award citation includes the statement: "A major achievement of the book is that it works at many levels. It can be read with profit by historians, by economists, and even by specialists in finance and financial practitioners. Yet it is written in a style that is accessible beyond these groups of specialists: it is an exciting story."

TO OUR AUTHORS



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