

TO OUR AUTHORS



The Semiannual Newsletter for John Wiley & Sons, Inc., Authors / SUMMER/FALL 2008

WileyPLUS: An Author's Experience

Higher Education's *WileyPLUS* is one of the most successful products in company history, an integrated suite of online learning and teaching tools that brings together print, online, CD/DVD, and classroom resources to provide instructors and students with a single source for course planning, presentations, study, homework, and assessment. Instructors have embraced *WileyPLUS*, and over 80 percent of students surveyed have said it improves their understanding of the material.



The power of *WileyPLUS* is significantly enhanced when authors make the most of its ability to host ancillary material in a broad range of media. "It's the best of all possible worlds when the author is involved in

the creation of *WileyPLUS* content," says Geraldine Osnato, Sponsoring Editor. "It ensures that there's a consistency of voice and pedagogy between the text and what's online."

A case in point is Jearl Walker, lead author (since the retirement of David Halliday and Robert Resnick) of Halliday/Resnick/Walker *Fundamentals of Physics*, launched in 1970 and now in its eighth edition. "With *WileyPLUS*, I can use the spoken word to provide the insight that normally goes onto the printed page," says Jearl. He has created hundreds of short video tutorials, using CAMTASIA software, that deliver his soft Texas drawl supported by PowerPoint presentations, or even his animated line drawings; watching one of these is like having a front-row seat when he's at the blackboard, complete with Garrison Keillor-esque humor. "Students today are driven by YouTube, MySpace, and Facebook," he says. "They want personality."

But there's more to it than that. Research has shown that people learn best in different ways, and Jearl's videos are a distinct benefit to those who favor visual learning or auditory learning. Additionally, students are often intimidated by the prospect of asking the instructor a question, and they may not want to reveal a lack of knowledge to their peers, either. "With my 35 years of experience as a professor, I can anticipate the questions they'd like to ask, and with *WileyPLUS*, I can make the answers available to them 24/7," he says. "I also provide a lot of written material in addition to the videos. Some students respond better to that; this way, they have their choice."

Since starting to use *WileyPLUS* in his own classes, Jearl has noticed a definite decline in the number of students coming by for help during office hours, and a marked improvement in the quality of his classes. "I've actually started thinking about how to make my tests harder," he says. "Ten or 12 years ago, many of us in the teaching profession were extremely discouraged by the downward trend in student quality. But when instructors find out how well *WileyPLUS* works, they become enthusiastic fans; once again, they can teach their students. I'm so excited by the future of *WileyPLUS* I hate to go to sleep at night—I want to keep producing more material." ■



(Seated, from left) Dr. Joan A. Steitz, jury member; Dr. Richard P. Lifton; Deborah Wiley, Senior Vice President, Corporate Communications (standing) Dr. Arthur L. Horwich, 2007 Wiley Prize Recipient; Kaye Pace, Vice President and Executive Publisher; Dr. Günter Blobel, jury chairman; Patrick Kelly, Vice President and Director, Journal Publishing; Dr. Qais Al-Awqati, jury member; Elizabeth Cox, Editor; Colette Bean, Associate Publisher

Wiley Prize Awarded

The seventh annual *Wiley Prize in the Biomedical Sciences* has been awarded to Dr. Richard P. Lifton, Chairman of the Department of Genetics and Sterling Professor of Genetics and Internal Medicine at the Yale University School of Medicine, and Investigator of the Howard Hughes Medical Institute. The award, which was announced on February 4 includes a \$35,000 grant from the Wiley Foundation and an invitation to the recipient to deliver a lecture directly preceding the awards ceremony, which was held on April 4, at The Rockefeller University in New York City.

Dr. Lifton is being recognized for his discovery of the multiple genes that cause many forms of high and low blood pressure in humans. All of the genes identified by Dr. Lifton are involved in the regulation of salt balance by the kidney. His findings highlight the importance of dietary salt in the causation of hypertension, a major risk factor in cardiovascular disease, the leading cause of death worldwide.

The Wiley Foundation and *The Wiley Prize in Biomedical Sciences* were established in 2001 to acknowledge the contributions of the scholarly community to our corporate success. Through this award, Wiley seeks to recognize and foster ongoing excellence in scientific achievement and discovery. ■

Wiley Cookbooks Win Four IACP Awards

Three Wiley titles received four awards (more than any other publisher) from the International Association of Culinary Professionals (IACP) at the 2008 IACP Awards Ceremony, held on Friday, April 18, in New Orleans.

Fish Forever: The Definitive Guide to Understanding, Selecting, and Preparing Healthy Delicious, and Environmentally Sustainable Seafood, by Paul Johnson, was a two-time winner, taking home the Cookbook of the Year honor and winning in the Single Subject category. *How to Cook Everything Vegetarian: Simple Meatless Recipes for Great Food*, by Mark Bittman, won in the Health and Special Diets category, and *Chocolates and Confections: Formula Theory, and Techniques for the Artisan Confections*, by the Culinary Institute of America and Peter P. Greweling, Certified Master Baker, was chosen in the Compilations category. ■

Peter Gölitz Receives Burckhardt Helferich Award

Peter Gölitz, Publishing Director, has received the Burckhardt Helferich Award for 2008 in recognition of his efforts to advance European chemistry, and to bring *Angewandte Chemie*, the journal Wiley-VCH publishes on behalf of the German Chemical Society, to worldwide prominence. The award is conferred by the University of Leipzig's Faculty of Chemistry and Mineralogy and was presented on January 25 to Peter and also to the 2007 recipient, Jean-Marie Lehn of Louis Pasteur University.

Peter joined *Angewandte Chemie* as an editor in 1980 and became editor in chief just two years later, guiding it to its current position as one of the world's preeminent chemistry journals. He has also played a pivotal role in the development of eight journals, including *Advanced Materials* (1988), *Chemistry—A European Journal* (1995), *Small* (2005), *Chemistry—An Asian Journal* (2006), and, recently, *ChemSusChem*.

For his achievements, the German Chemical Society recognized Peter in 2000 with its Gmelin-Beilstein Memorial Medal, and the Société Française de Chimie awarded him its Médaille in 2005. In 2007, he was presented the German Language Cultural Prize for Institutions on behalf of the editorial office of *Angewandte Chemie*. ■



Burckhardt Helferich Award winners Dr. Peter Gölitz (right) and Prof. Jean-Marie Lehn (left), with Prof. Athanassios Giannis, Director of the Institute of Organic Chemistry, Leipzig University

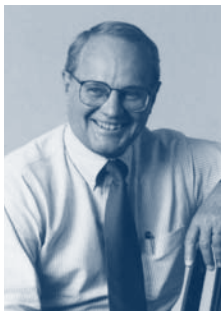
Wiley Mourns the Loss of Former President & CEO, Charles R. Ellis

We are sad to report that our former President & CEO, Charles R. Ellis, died May 4 in Paris, France, after a brief brave battle with cancer.

A graduate of Princeton University, Charles began his career teaching at a preparatory school and working for Bertrand Russell, the British philosopher and activist. Charles soon found a balance between the intellectual life and concerns of making a living by turning to publishing. After successful stints in executive positions at Pergamon Press, D.C. Heath, and Elsevier Science Publishing Company, he joined John Wiley & Sons, Inc., in 1988, where he served as the President & CEO from 1990-98.

Charles led our company from the difficult days of the late 1980s into the sustained period of growth and profitability that continues into the present.

A publisher by temperament and trade, Charles was instrumental in bringing about the company's revival and initiating its transition to a truly global corporation. On his watch, Wiley became profitable again; executed major strategic acquisitions including VCH Publishing Group and Alan R. Liss; was listed on the NYSE; and launched its first online ventures. In the year of Charles's retirement, the *Financial Times* ranked Wiley as the world's 27th most respected company.



Charles R. Ellis

Beyond his role in Wiley's resurgence, Charles acted as an influential advocate for the worldwide publishing community. With a cosmopolitan perspective enhanced by European postings with Pergamon Press and Elsevier in his pre-Wiley days, Charles was President of the International Publishers Association. He was also

Chair of the Association of American Publishers from 1992-94; in 1998, he received the AAP's highest honor, the Curtis Benjamin Award. He was an avid supporter of the Digital Object Identifier, a code embedded in digital content that helped lay the groundwork for publishing online; and worked tirelessly on behalf of intellectual property rights. Wiley as a company, and many individuals throughout the industry, owe him a great deal and will miss him terribly. ■

Working the Web, Spreading the Word

You might guess that the author of a book called *Radically Transparent: Monitoring and Managing Reputations Online* knows how to tap the promotional power of the Web. And you'd be right; Andy Beal's efforts have helped the book, which he cowrote with Judy Strauss, to earn glowing reviews from bestselling authors in the online marketing community as well as mention in news releases and articles about major corporations like Kodak, Go Daddy, and Bear Stearns.

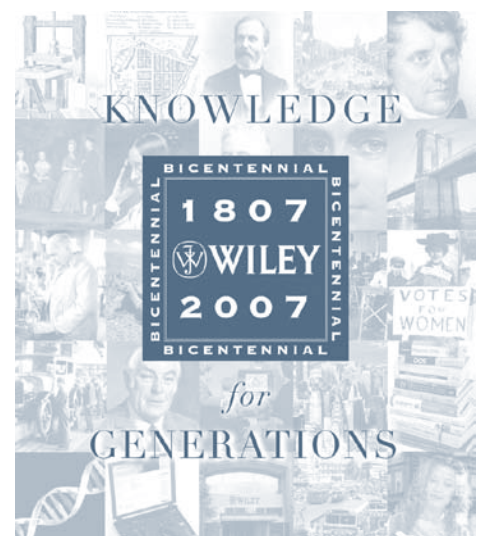
But there's good news beyond that. "The things that Andy has done are things any author could do," says Kelly Trent, Associate Marketing Manager. "The rapid growth of social media outlets, like Facebook, Second Life, Twitter, and blogs, has given authors a whole new way of communicating directly with their readers, and most of these tools are free and easy to use." We offer the following wrap-up of Andy's approaches with the hope that others will find them useful.

- **Join the blogosphere.** Andy created a Web site and blog around his book (www.radically-transparent.com) before it even went to press. He also offered to be a guest blogger on sites related to the book, to further his involvement in the blogging community.
- **Whet your reader's appetite.** Offer some free content on the book's Web site—a sample chapter, perhaps some supplementary material. Andy has created bonus worksheets that readers can download for free to use for online reputation building, management, monitoring, and repair.

Knowledge for Future Generations: The Wiley Living History Web Site

As the finale of its bicentennial celebration, Wiley on January 8 published *Knowledge for Generations: Wiley and the Global Publishing Industry, 1807-2007*. The book, available for sale at wiley.com and major online booksellers, documents the company's evolution over two centuries from a small printing shop to a publicly-traded global corporation, examining its impact on the world's literature, scientific research, and education, and tracing the profound influence that seven generations of continuous Wiley family involvement have had on the company's values and culture.

To help us document our story as we continue on into our third century of publishing, we have created Wiley Living History (www.wiley.com/go/livinghistory), an online community where Wiley's friends—the authors, customers, partners, and colleagues who make Wiley history everyday—can share their experiences and reflections about the company's past, present, and future, as well as read excerpts from *Knowledge for Generations*. As members of our valued author community, we invite each you to visit the site (you'll see we already have some great contributions, including a video message from Higher Education geography author Harm de Blij) and contribute your own anecdotes and observations, helping us create a living history as dynamic and diverse as Wiley itself. ■



Working the Web, Spreading the Word

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- **Create a mailing list and get syndicated.** Offer visitors to your site the opportunity to register for an email newsletter to get regular updates delivered to their email inbox. Adding an RSS feed allows readers to get notifications from blog readers like Bloglines or GoogleReader whenever new content is added to the site.
- **Make Amazon work for you.** Participate in the AmazonConnect program, using blog content to populate the site on a regular basis.
- **Don't be shy.** Capitalize on your expertise in your field to interact with the media. Andy has been widely quoted in outlets large and small, and always mentions his book in the context of the news piece. He also posts the audio and video from his interviews on his Web site, along with links to news articles.
- **Get creative.** Andy created a contest for his readers on one of his sites, offering weekly drawings for Amazon.com gift cards and, as grand prize, a free ASUS Eee PC, the world's smallest computer. To see how it worked, go to <http://www.marketingpilgrim.com/2008/03/new-contest-win-the-worlds-smallest-laptop-computer.html>.
"Like most authors, I believed there would be a passionate audience for my book," says Andy. "Reaching out through blogs, social networks, and contests was an easy and inexpensive way to build buzz while rewarding readers for their role in making the launch of *Radically Transparent* a success." ■

Wiley Launches Corporate Citizenship Initiative

I am pleased to announce the launch of Wiley's Corporate Citizenship Initiative. Our objective is to develop company-wide strategies and programs to address the wide array of social, economic, and environmental challenges that we encounter in our business.

Wiley is well known for its corporate citizenship around the world. Our Company is a leader in terms of responsible corporate governance, ethical business practices, and philanthropic activities that benefit the communities in which we are located. Wiley is actively engaged in various industry initiatives related to the environment, such as paper purchasing practices. In 2006, Blackwell became the first publisher to become carbon neutral through offsets, a designation that was recently renewed by Wiley. Last, but not least, we publish a significant list of titles on sustainability-related topics that add to the global discourse.

This is an opportune time to evaluate our practices and develop company-wide strategies and programs to manage various social, economic, and environmental challenges. We created a team to lead this initiative and engaged *Business for Social Responsibility* (www.bsr.org), a non-profit membership-based organization, to assist us. BSR has offices in New York, San Francisco, Paris, Beijing, Guangzhou, and Hong Kong. Wiley is now a member of BSR,

which, in addition to consulting services, provides access to resources related to corporate responsibility.

Over the next six months, we will identify and prioritize the most pressing challenges, taking into account the relative risks to our business; benchmark the approaches of peer companies; perform an internal assessment, including interviews in May and June with colleagues around the world; identify opportunities for improvement and create strategies and programs, including metrics to measure our progress. All colleagues will have the opportunity to provide input via an electronic survey.

Sustainability is not a new concept at Wiley, a company that has prospered for more than 200 years. As you know, we place great value on building enduring relationships with our authors, customers, partners, shareholders, and colleagues. We will keep you informed of our efforts as we extend Wiley's corporate citizenship into our third century. ■

William J. Pesce
President & CEO

Molecules that Changed the World Launches in Singapore

"Welcome to a first," said Dr. Eva Wille, Vice President and Executive Director, Physical Sciences, to the gathering at the Asian Civilisations Museum on Singapore's riverfront. "Today marks the first time a Wiley-VCH book has had its official launch in Asia." The book in question? *Molecules that Changed the World*, by world-renowned chemist and Professor K.C. Nicolaou, an exploration of the role key compounds play in our everyday lives as drugs, vitamins, flavors, and fragrances, written for scientists and science-curious laypeople alike.

Professor Nicolaou, a professor at The Scripps Research Institute and at the University of California, San Diego, also heads a research laboratory administered by Singapore's leading research agency. With Wiley's presence in Singapore dating back to 1981, the city seemed a natural choice of venue for the *Molecules* launch. Over 100 guests attended, among them key industry players, top researchers and scientists from around the globe, senior representatives from Singapore's leading research agency, and the media. "Professor Nicolaou spent a good 90 minutes signing autographs, chatting with guests, and having photographs taken with his 'fans,'" said Alina Boey, Public Relations and Communications Manager, Wiley Asia. "At the end of the evening, he remarked that he felt like a rock star. He said he'd never seen a book launch on this scale in Asia before." ■



Professor K.C. Nicolaou (right center, wearing beret) with guests at the Singapore book launch

Changes to Wiley InterScience, with New Wiley Online Platform To Come

Users of Wiley InterScience will notice some changes over the summer. As of July 1st, journals formerly hosted on Blackwell-Synergy have moved to Wiley InterScience, making all Wiley-Blackwell journals available in one place for the first time. You will now be able to explore nearly 3 million journal articles in over 1,400 journals across the entire Wiley-Blackwell content portfolio from a single source.

Wiley InterScience is also expanding its subject coverage, now including Accounting, Business, Chemistry, Earth and Environmental Science, Education, Economics, Engineering, Finance, Humanities and Social Sciences, Information Science and Computing, Law and Criminology, Life Sciences, Mathematics and Statistics, Medical, Veterinary and Health Sciences, Physics and Astronomy, Polymers and Materials Science, and Psychology.

This integration is a first step in the development of a next-generation online publishing platform, coming in early 2009, which will merge the content resources of all of Wiley-Blackwell into one robust online service, integrating journals, online books, reference works, databases, protocols, and other electronic resources.

The new service is being developed with regular input from researchers, editors, and librarians and will be a best-of-breed platform, offering many of the familiar Blackwell Synergy and Wiley InterScience features as well as new innovative functionality. ■

New Wiley Series Employs Innovative Authoring Model

The idea that a picture is worth a thousand words isn't new, but what the Wiley Visualizing textbook series has done with it decidedly is. Launched in August 2006 by Wiley Higher Education in partnership with the National Geographic Society, the series draws on the NGS's vast bank of images, maps, illustrations, and videos to illuminate topics in the sciences and social sciences — geology, environmental science, biology, psychology, and others — incorporating concise text that is written to the images, in a fundamental reversal of the traditional process. Targeting instructors and students in non-major introductory courses, the series was developed in accordance with the latest research on learning, which has found that students today are increasingly visually oriented because of the prevalence of media. Wiley Visualizing's success has been documented unequivocally in testimonials from instructors and students alike. It brings instructors a new way to share their passion and immerse students in their fields.

The innovative Wiley Visualizing approach extends to the authorial process. "From the series' inception, we have paired academic authors with highly qualified professional science writers," says Helen McInnis, Managing Director, Wiley Visualizing. "It's a collaborative process throughout, with the academics contributing their

expertise in their subject areas and in the use and development of pedagogy, and the science writers contributing their well-practiced skill in explaining complex material concisely to a general audience. It's been successful in more ways than we had anticipated."

The mix is a logical choice for achieving the clear, engaging Wiley Visualizing voice. But it also yields another benefit — time. "Academic authors are faced with heavy teaching loads and the demands of their research assignments," says Helen. "By bringing in professional writers who devote all their energies to creating engaging text in a specific number of words and on a set schedule, we can support our academics and also bring the books to market more quickly, which of course is a benefit to Wiley as well as to the authors."

There are currently six titles in the series, with four more on the way for the coming academic year. Several are adaptations of existing books. "The adaptation process has worked very well," says Helen. "Here, too, the academic author is involved throughout, the linchpin of the project." And authors appreciate the collaboration. In the acknowledgements of *Visualizing Geology*, longtime Wiley author Alan Strahler has this to say of his coauthor: "And lastly, I add my own thanks to Zeeya Merali for showing me the way to say more with less." ■

Wiley Titles Win AAP PSP Awards for 2007

Eight Wiley titles have been recognized for excellence by the Professional/Scholarly Publishing (PSP) Division Annual Awards Program of the Association of American Publishers (AAP), with three winning awards (one of them winning two) and five receiving honorable mention. In their indicated categories, the winners are:

- *Molecules and Medicine*, by E.J. Corey, Barbara Czako and László Kürti—2007 Best of the Physical Sciences and Mathematics, and Chemistry and Physics
- *Mind, Brain, and Education* (Wiley-Blackwell), Kurt Fischer, Editor-in-Chief—2007 Best New Journal – Social Sciences and Humanities
- Wiley Series in Environmentally Conscious Engineering, by Myer Kutz—Multi Volume Reference/Science.

Honorable Mention went to *Project Management Journal*, Isabelle Cohen-DeAngelis, Executive Editor, in Best New Journal; *A Demon of Our Own Design: Markets, Hedge Funds, and the Perils of Financial Innovation*, by Richard Bookstaber, in Business, Finance, and Management; *Handbook of Noise and Vibration Control*, Malcolm Crocker, Editor, in Engineering and Technology; *The Web's Awake: An Introduction to the Field of Web Science and the Concept of Web Life* (Wiley-IEEE Press), by Philip D. Tetlow, in Computer and Information Science; and *A Global History of Architecture*, by Francis D.K. Ching, Mark M. Jarzombek, and Vikramaditya Prakash, in Architecture and Urban Planning. The awards were presented at a luncheon ceremony on Thursday, February 7, during the PSP Annual Conference at the Renaissance Mayflower Hotel in Washington, D.C. ■



Eva Wille, Vice President and Executive Director, Physical Sciences; Gerhard Ertl; Peter Gölitz, Publishing Director, Wiley-VCH

Nobel Laureate Signs Nobel Lecture

Dr. Gerhard Ertl, Wiley author and 2007 Nobel Laureate in Chemistry, was a distinguished guest at the recent Annual Meeting of the German Bunsen Society for Physical Chemistry (Bunsengesellschaft für Physikalische Chemie), where he signed just-printed copies of his Nobel Lecture “Reactions at Solid Surfaces: From Atoms to Complexity”, delivered on December 8, 2007, at Aula Magna, Stockholm University, and published in the Wiley-VCH journal *Angewandte Chemie*.

“The non-stop signing went on for nearly two hours and generated considerable excitement among the approximately 250 PhD and postdoctoral students who attended,” said Dr. Eva Wille, Vice President and Executive Director, Physical Sciences. Professor Ertl, who was also recently awarded an Honorary Doctorate by the Technical University of Munich, published his first Wiley-VCH book in 1974. His eight-volume *Handbook of Heterogeneous Catalysis*, Second Edition, co-edited with Dr. Helmut Knözinger, Dr. Ferdi Schüth, and Dr. Jens Weitkamp, was published in print and online by Wiley in April. Professor Ertl also serves on the Editorial Boards of the Wiley journal *The Chemical Record* and the Wiley-VCH journals *ChemPhysChem* and *Chemistry - A European Journal*. ■



Peter Donoughue

Wiley Australia's Peter Donoughue a Winner of Inaugural APA Award

Peter Donoughue, Managing Director, Wiley Australia, is a winner of the Australian Publishers Association's George Robertson Service to the Publishing Industry Award, presented on April 30 at a dinner held to celebrate the APA's 60th anniversary. The award recognizes those with more than 30 years' devoted and loyal service to the publishing industry, and is named in honor of a founder of the Australian publisher Angus & Robertson. The initial group of recipients numbers 21.

In addition to highlighting the numerous awards Wiley Australia has garnered under Peter's leadership, and recognizing his long term APA involvement (including a two-year term as President begun in 1996), the award citation included the following:

Peter has fostered a workplace at Wiley in which fresh ideas and clarity of thought and expression are championed. He is decisive, compassionate and erudite and has a great ability to “think outside the square.” Peter is of an independent mind and, as his many colleagues inside and outside Wiley will attest, he is never afraid to express his opinion across a wide range of briefs, even if others do not share the wisdom of his observations. ■

Briefings

Author Honors and Awards

- **Dr. Loren E. Babcock**, Professor in the Department of Geological Sciences at The Ohio State University, is to receive the **Jiangsu Science Medal (First Place)** jointly with Dr. Shanchi Peng of the Chinese Academy of Sciences. The award, to be conferred this fall by the Chinese Academy of Sciences in Nanjing, China, recognizes their work in China towards the development of a global chronostratigraphy of the Cambrian System, a component of the geologic time scale. Dr. Babcock is author of the Wiley Higher Education title *Visualizing Earth History*.
- **Arthur I. Blaustein**, Adjunct Professor of City and Regional Planning at the University of California, Berkeley, has been appointed **Chair, Editorial Board**, of the **Progressive Book Club** (www.progressivebookclub.com), launched in June 2008. The club's Editorial Board comprises a distinguished roster of leading progressive journalists, literary figures, academics, and labor leaders. “This is an exciting and remarkable opportunity to give a literary voice to progressive thinking in America,” says Mr. Blaustein. He is author of the Jossey-Bass/Wiley title *Make a Difference: America's Guide to Volunteering and Community Service*.
- **Tsung O. Cheng, M.D.**, Professor of Medicine at The George Washington University in Washington, D.C., was awarded the University's first **Lifetime Achievement Distinguished Researcher Award** on March 26, 2007. The award was conferred by the Faculty Committee on Research in recognition of Dr. Cheng's outstanding research achievements in cardiology over a long period of time, resulting in more than 1,400 peer-reviewed publications in prestigious journals, and in appreciation for his contributions to the general research community at The George Washington University Medical Center through mentoring, teaching, and furthering its research and clinical missions. Dr. Cheng

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is the author of numerous articles in the Wiley journals *Catheterization and Cardiovascular Diagnosis*, *Catheterization and Cardiovascular Interventions*, and *Clinical Cardiology*.

- **Dr. Harm de Blij** was presented with the **Media Achievement Award** of the Association of American Geographers (AAG) at the AAG's Annual Meeting in Boston in April. The award citation includes recognition of "his truly exceptional lifelong accomplishments in fostering geographical insight and understanding through the national and international media." Dr. de Blij's Wiley textbooks include *Realms, Regions and Concepts* (with coauthor Peter O. Muller), now in the 13th edition with over 1 million copies sold, and *Human Geography: People, Place, and Culture* (with Alexander B. Murphy and Erin Fouberg), now in the eighth edition.
- **Dr. Daniel W. Halpin**, Professor Emeritus and retired Bowen Head of the Division of Construction Engineering and Management at Purdue University, received a 2008 **Distinguished Alumnus Award** from the Department of Civil and Environmental Engineering at the University of Illinois at Urbana-Champaign. The award was presented on February 7 at a meeting of the Civil and Environmental Engineering Alumni Association at the Union League Club of Chicago, with the citation "For an exemplary 30-year career as an educator and researcher, and for introduction of, and demonstrated use of, innovative tools for the simulation and analysis of construction operations." Dr. Halpin is author of the Wiley titles *Construction Management*, Third Edition; *Financial and Cost Concepts for Construction Management*; and *Planning and Analysis of Construction Operations* (with Leland S. Riggs).
- **Dr. Florence W. Kaslow**, Director of the Florida Couples and Family Institute in Palm Beach Gardens, has been named recipient of the **Distinguished Lifetime**

Achievement Award in the Practice of Psychology, to be conferred at the APA (American Psychological Association) Convention in Boston in August. Dr. Kaslow is author and editor of several Wiley books in psychotherapy and family and forensic psychology, most recently *Handbook of EMDR and Family Therapy Processes*, co-edited with Francine Shapiro and Louise Maxfield, and the four-volume *Comprehensive Handbook of Psychotherapy* series, co-edited with Jay L. Lebow, Jeffrey J. Magnavita, Robert F. Massey, and Terence Patterson.

- **Dr. Glen MacDonald**, Professor of Geography and Ecology and Evolutionary Biology at the University of California, Los Angeles, has been named a 2008 **Guggenheim Fellow** in Geography and Environmental Studies. As stated in the *New York Times* announcement naming all 2008 Fellows, "Guggenheim Fellowships are appointed on the basis of impressive achievement in the past and exceptional promise for future accomplishment." Dr. MacDonald is author of the Wiley title *Biogeography: Introduction to Space, Time, and Life*.
- **Dr. Ned Mohan**, Oscar A. Schott Professor of Power Electronics at the University of Minnesota, has received the 2007 **Morse-Alumni Distinguished Teaching Award**, conferred by the University of Minnesota, and the 2008 **Outstanding Power Engineering Educator Award**, conferred by the IEEE Power Engineering Society. Dr. Mohan is coauthor (with Tore M. Undeland and William P. Robbins) of the Wiley title *Power Electronics: Converters, Applications and Design*.
- **Dr. Luis A. Oro**, of the Department of Inorganic Chemistry at Spain's University of Saragossa, has received the 2007 **Premio Nacional de Investigacion Enrique Moles**, sponsored by the Spanish Ministry of Education and Science and presented by the King of Spain. The prize is given in recognition of an outstanding contribution to the advancement of science and human progress. Dr. Oro is a member of the international advisory board of the Wiley-VCH journals *Angewandte Chemie* and *European Journal of Inorganic Chemistry*, and joint editor of the multivolume handbook *Metal Clusters in Chemistry* (Wiley-VCH 1999).

- **Dr. Klaus Roth**, Professor at the Institute of Chemistry and Biochemistry at the Freie Universitaet (Free University) in Berlin, Germany, has received the 2008 **Award for Writers** given by the German Chemical Society. The award was conferred in recognition of the high quality and engaging nature of his numerous writings on chemistry for a variety of publications. Dr. Roth has for many years written a well-known feature for the Wiley-VCH journal *Chemie in unserer Zeit* (Chemistry in our Times), resulting in the 2007 publication of the bestselling book *Chemische Delikatessen*.
- **Dr. Gavriel Salvendy**, Professor of Industrial Engineering, Purdue University, and Chair Professor and Head of the Department of Industrial Engineering, Tsinghua University, Beijing, China, has received the American Society of Engineering Education (ASEE) 2008 **John L. Imhoff Global Excellence Award for Industrial Engineering Education**. Dr. Salvendy's Wiley titles include *Handbook of Human Factors and Ergonomics*, Third Edition (as editor), *Handbook of Industrial Engineering: Technology and Operations Management*, Third Edition (as editor), and *Organization and Management of Advanced Manufacturing* (as editor, with Waldemar Karwowski).
- **Dr. Kumares C. Sinha**, Olson Distinguished Professor of Civil Engineering, Purdue University, is one of 65 new members and nine foreign associates elected to the **National Academy of Engineering** (NAE), as announced by the NAE on February 8. Election to the NAE is among the highest professional distinctions accorded to an engineer. The announcement cited Dr. Kumares "For contributions to the advancement of highway infrastructure engineering and management and to the education of transportation professionals worldwide." He is coauthor (with Dr. Samuel Labi) of the Wiley title *Transportation Decision Making: Principles of Project Evaluation and Programming*.

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Title Awards

- **The Audit Committee Handbook, Fourth Edition**, by **Louis Braiotta, Jr., CPA**, has been adopted in a custom edition by Grant Thornton LLP, one of the world's largest accounting firms. The firm's National Managing Partner of Corporate Governance noted that the book "masterfully lays out the roles and responsibilities of audit committees...We are proud to be associated with Lou and his work." Mr. Braiotta is a professor of accounting at the School of Management of the State University of New York at Binghamton, and he is the recipient of the 2002-2003 New York State Society of CPA's Dr. Emanuel Saxe Outstanding CPA in Education Award.
- **System Analysis, Design, and Development: Concepts, Principles, and Practices**, by **Charles S. Wasson**, received the 2006 **Engineering Sciences Book of the Year Award**, the most prestigious of four book awards conferred by the International Academy of Astronautics (IAA), based in Paris, France. The textbook is part of Wiley's highly acclaimed System Engineering and Management Series. Of particular significance, the IAA, which has traditionally selected space flight-centric publications over the past 20 years, chose in *System Analysis, Design, and Development* a general System Engineering textbook applicable to any business domain. Lockheed Martin Corporation also recognized Mr. Wasson's technical contributions through his authorship of the book, presenting him with its 2007 **Author of the Year Award**.

In Memoriam

- **Dr. Jin Au Kong**, Professor in the Department of Electrical Engineering and Computer Science at MIT in Cambridge, Massachusetts, passed away on March 13 at the age of 65. Dr. Kong received a BS in 1962 from the National Taiwan University in Taipei, Taiwan, and an MS in 1962 from the National Chiao Tung University in Hsinchu, Taiwan. He came to the United States in 1965 and obtained

a PhD from Syracuse University, where he continued as a postdoctoral research engineer until 1969, when he joined the MIT faculty. He was the leader of the Research Laboratory for Electronics (RLE) Center for Electromagnetic Theory and Applications. Over the years, he also served as a consultant to the New York Port Authority, Raytheon, Hughes Aircraft, Lockheed Missiles and Space, and MIT's Lincoln Lab. He also served as a visiting scientist at the Lunar Science Institute in Houston, a visiting professor at the University of Houston, and a high-level consultant to the United Nations. Dr. Kong earned international acclaim for his work in electromagnetic wave propagation, radiation, and scattering, and their applications in microwave remote sensing, geophysical exploration, and electromagnetic transmission and coupling in microelectronic integrated circuits. He was awarded an honorary doctorate by the University of Nantes, France, in 2006. His three Wiley books are *Theory of Electromagnetic Waves* (1975), *Research Topics in Electromagnetic Wave Theory* (1981), and *Electromagnetic Wave Theory, Second Edition* (1990). Dr. Kong also served as Editor of the Wiley Series in Remote Sensing and Image Processing.

- **Dr. Ralph B. Peck**, Professor Emeritus of Foundation Engineering at the University of Illinois at Urbana-Champaign, passed away Monday, February 18 in Albuquerque, New Mexico, at the age of 95. Born in Winnipeg, Canada, Dr. Peck earned a Civil Engineering Degree in 1934 and a Doctor of Civil Engineering Degree in 1937, both from Rensselaer Polytechnic Institute in Troy, New York. From 1938 to 1939, he attended the Soil Mechanics course at Harvard University. He served as an assistant subway engineer for the City of Chicago from 1939 until 1942, when he joined the University of Illinois, where he was Professor of Foundation Engineering from 1948 to 1974. From 1974 on, Dr. Peck worked as a consultant in geotechnical engineering on over 1,000 projects, returning regularly to the University of Illinois to lecture and continue his close association with students and faculty members. In 1975 Dr. Peck received the National Medal of Science from President Gerald Ford, and 1987 he was honored with a Symposium

at the University of Illinois. At the ASCE (American Society of Civil Engineers) Geotechnical Institute Conference in 1999 at the University of Illinois, the first ASCE Peck Medal was awarded to Professor Don U. Deere.

Dr. Peck's Wiley title *Soil Mechanics in Engineering Practice*, written with Dr. Karl Terzaghi, known as "the father of soil mechanics," was published in 1948 and is considered the most influential textbook in geotechnical engineering. A third edition was published in 1996, with additional co-author Dr. Gholamreza Mesri. The widely used Wiley textbook *Foundation Engineering*, by Dr. Peck and coauthors Walter E. Hanson and Thomas H. Thornburn, was published in 1953 and is still available in the 1974 second edition. Dr. Peck built a premiere geotechnical program at the University of Illinois, and succeeded in fulfilling Karl Terzaghi's hope for him "... to educate a generation of geotechnical engineers who retain common sense and their sense of proportion." ■

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