

## WILEY-BLACKWELL JOURNAL NEWS

March 2008 – Number 20

### Editorial

There have been more developments in the Open Access landscape, particularly in North America, and given their significance we have devoted our first piece to reporting on these.

The biggest event for Wiley-Blackwell will be the launch of its new online delivery platform to replace Wiley InterScience and Blackwell Synergy in early 2009. The first step will be to bring together all the content on one site in July.

We have taken the liberty of listing all the titles joining us for 2008 as it demonstrates that the merged business is attractive to partners and also that we are maintaining our own publishing activity with 25 new journals. Some of these are joint ventures with societies.

*Bob Campbell*  
Senior Publisher, Wiley-Blackwell

---

### Contents of this issue:

- [The Latest OA Landscape](#)  
*Outlining several developments in the open access debate, on both sides of the Atlantic*
  - [Peer Review: Benefits, Perceptions and Alternatives](#)  
*New study finds that peer review raises the quality of papers but that there's room for improvement*
  - [Singapore Punches above its Weight in Research Efficiency](#)  
*Singapore's research output increased by some 72% from 2000 to 2007*
  - [The Next Steps to a New Online Publishing Service](#)  
*All journals will be merged on one platform in July as a first step before the new design in 2009*
  - [New House Style Guide Available](#)  
*New guidance available for editors, production editors, copy-editors, authors and typesetters*
  - [Steinbeck, Fitzgerald, Melville and Twain – creating the American Literature Collection](#)  
*Bringing specialist literary publications to a wider audience*
  - [German National Deal to License Digitized Backfiles](#)  
*The DFG licenses access to almost all Wiley-Blackwell journal backfiles*
  - [Wiley-Blackwell Hosts Executive Seminars in UK, Tokyo, and US](#)  
*Register now for seminars which will address issues like publishing ethics, freedom and readership*
  - [Listening to Librarians](#)  
*Reporting from the new Library Advisory Board with 21 members drawn from across the world*
  - [A Renewed Commitment to Carbon Neutral Publishing](#)  
*Offsetting the carbon footprint of 10 offices and global product shipments*
  - [Journals Joining Wiley-Blackwell for 2008](#)  
*See the list of 61 journals transferring to W-B in 2008, plus the 25 brand new start journals*
  - [Knowledge for Generations](#)  
*Wiley culminates Bicentennial with book launch and Living History web site*
-

## The Latest OA Landscape

There have been a number of developments on both sides of the Atlantic concerning Open Access (OA). Some have furthered the 'Gold Road' to OA, where authors use part of their research grants to pay for their articles to be made freely available for non-subscribers. Both the National Institutes of Health (NIH) and the European Research Council (ERC) have released mandates along these lines, although they differ in detail regarding i) where the articles should be deposited (with the NIH requiring deposit in a specific subject repository (PubMed Central) and the ERC requiring deposit in any appropriate subject or institutional repository), ii) which versions should be deposited (with the NIH mandating the accepted manuscript and the ERC mandating the published version), and iii) how long they may be embargoed after publication (with the NIH mandating open access no later than 12 months after publication and the ERC mandating open access no later than 6 months after publication). For the NIH, the mandate does not come into effect until 7th April. More details may become available before then.

Funders are not the only bodies who can support the Gold Road in this way – Berkeley has launched the Berkeley Research Impact Initiative (BRII), whereby the Library will reimburse authors who are unable to use their grant money to pay for unembargoed Open Access. The Library has put a cap of \$3000 per article on this, and has also suggested that it will only pay half of this for “hybrid” schemes such as Wiley-Blackwell's Funded Access and Online Open options. This cap differential is based on Berkeley's assumption that the rights granted by hybrid journals are more restricted than those granted by wholly OA journals, e.g. regarding “derivative works” such as collections (anthologies), condensed versions, or translations. However, it is quite possible for the rights to be the same in each case, and it will be interesting to see if Berkeley revise their capping policy to be based on rights granted rather than discriminating against hybrid journals.

The Faculty of Arts and Sciences of Harvard University passed a motion that supports the so-called 'Green Road' to OA, whereby faculty members are required to grant Harvard a non-exclusive licence for articles to be posted to Harvard's yet-to-be-built repository, for open access and further not-for-profit distribution (such as cost-recovery course packs). The wording of the motion is unclear regarding the version of the article that is to be deposited, and authors are able to request that individual articles be “opted out”.

On the political front, the Council of the European Union (the EU's legislative branch) released a set of Conclusions on “scientific information in the digital age” that stopped short of mandating open access, acknowledging that its practicality needed to be examined in the context of financial sustainability and copyright law and specifically recognizing the contributions of publishers to the scientific dissemination process.

In general, the European Commission favours an evidence-based approach to policy in this area, and with that in mind it will fund a project known as PEER (Publishing and Ecology of European Research) in which a number of STM publishers (including Wiley-Blackwell) will participate together with the European research community (funders and institutions). The project (which will run for at least 3 years as part of the EC's eContent Plus program) will develop an Observatory to monitor the impact of large-scale archiving in repositories of journal articles that have been accepted for publication on journal viability, researcher access and productivity, and systemic costs.

- *Cliff Morgan, VP, Planning & Development Director, John Wiley & Sons, Chichester*

[Top of the Document](#)

---

## Peer Review: Benefits, Perceptions and Alternatives

The Publishing Research Consortium (PRC) was set up by the main publishing trade associations to commission research in scholarly communication, focusing on subjects of current debate. Peer review was an obvious choice: it underpins journal publishing yet is often criticised. With the emergence of new models of communication based on the internet some have even suggested it is no longer necessary.

PRC commissioned a survey carried out by Mark Ware, an independent consultant, who wrote up a full report entitled "Peer Review in Scholarly Journals: perspective of the scholarly community – an international study" <http://www.publishingresearch.net/>

and a summary review entitled "Peer Review: benefits, perceptions and alternatives"

<http://www.publishingresearch.net/documents/PRCPeerReviewSummaryReport-final-e-version.pdf><http://www.publishingresearch.net/documents/PRCPeerReviewSummaryReport-final-e-version.pdf>

The latter is a readily accessible overview running to only 22 pages.

The main findings were that peer review is widely supported by academics, who overwhelmingly (93%) disagreed that peer review is unnecessary and 90% saying that it improves the quality of the published paper. There was, however, evidence that peer review is too slow, reviewers are overloaded and double-blind review is preferred, although the difficulties in operating this model were acknowledged.

Over 90% of the 3040 academic authors who responded to the survey were also reviewers.

- Bob Campbell, Senior Publisher, Wiley-Blackwell, Oxford

[Top of the Document](#)

---

### Singapore Punches above its Weight in Research Efficiency

Research data has shown that Singapore's research output is currently growing exponentially. At a recent half-day research workshop held by Wiley-Blackwell in Singapore on March 4<sup>th</sup> 2008, Iain Craig, Bibliometrics Analyst, analyzed Singapore's scientific productivity using bibliometric data provided by Thomson Scientific. Economic indicators collected by the Organization for Economic Co-operation (OECD) – such as the Gross Domestic Product (GDP), the percentage of GDP spent on research & development (R&D), and the number of researchers – were co-examined with the bibliometric indicators. The analysis provided a fascinating and revealing perspective on the effect of Singapore's scientific funding in terms of scientific output.

The data showed that Singapore's scientific productivity proportion, as a proportion of the world's output, continued to rise at a rate that far exceeded the overall world growth rate. In fact, Singapore's output increased by some 72% from 2000 to 2007.

The bibliometric analysis also showed that Singapore, with an R&D expenditure of approximately US\$3.1 billion in 2006, generated publications at a rate of 0.3 publications per researcher. This ratio is higher than that of both China and Japan – who had spent significantly more money on R&D in the same time period. The number of publications by Singapore researchers in high impact journals had also increased year on year – indicating that publishing activity in Singapore continues to take on a more external and outward-looking focus.

International collaboration is increasing in intensity and Singaporean researchers are now publishing high quality research material with more countries. The international research status of Singapore is rising – hence presenting more opportunity for further improvements to be made in publication quality through global partnerships.

"The positive implications of this 'ecometric' data are tremendous", said Mr. Craig. "Singapore's research output is on track to reach, and then exceed, the world average in the next few years. The country has definitely established itself as an essential collaboration partner for both regional and international research institutes."

The March workshop was titled "Examining Singapore's Role in the Sciences" and aimed to bring senior researchers, scientists and key information specialists in the country together in one place to exchange ideas

about the rapid development of new scientific publishing models and the role Singapore can play as a world-class centre for scientific research and as a regional information hub.

- Alina Boey, PR and Communications Manager, Wiley-Blackwell Asia, Singapore

[Top of the Document](#)

---

### [The Next Steps to a New Online Publishing Service](#)

Wiley will be launching a new online delivery platform to replace Wiley InterScience and Blackwell Synergy in early 2009. The new website will bring together the best of both existing services and introduce innovative new features and capabilities. Our guiding principle is to improve the user's experience while providing a strongly-branded online presence for the individual journals and societies for whom we publish.

The new service will be released in two phases. The first release will take place on July 1, 2008, and will bring all Blackwell journal content together with all Wiley online content on Wiley InterScience. The initial integration of Wiley InterScience and Blackwell Synergy content will benefit users by enabling them to search across 5,000 online books as well as more than 2 million journal articles in over 1,400 journals. This newly combined service will accommodate both the existing Wiley and Blackwell sales models and the timing will enable our sales teams to manage library renewals more efficiently. Blackwell Synergy will no longer be available effective July 1, 2008

The second phase will begin in January 2009, with the launch of an exciting next-generation online service that will go beyond the current features and functionality of Wiley InterScience and Blackwell Synergy, while retaining the best of both. By "best of both" we mean the features that researchers, librarians and societies tell us they value plus the standard services that all publishers' platforms now offer. We are developing this new platform with the needs of users in mind and are conducting focus groups with researchers to inform the design and architecture for the best user experience.

Our primary objective is to ensure a smooth transition for all customers and users in July and in January. We will be in touch with editors in April with more details on the plans for July and again later in the year with information and visuals of the new platform for 2009.

- Lorna Berrett, Senior Web Marketing Manager, Wiley-Blackwell, Oxford

[Top of the Document](#)

---

### [New House Style Guide Available](#)

As we publish with over 750 partners, many with their own views on presentation of their content, we cannot assume to work to one style. We do, however, seek to achieve a high level of consistency throughout the production of Wiley-Blackwell journals. Our definition of copy-editing is best described as technical or mechanical editing, which involves some language editing, application of mechanical style (style related to content) and formatting (visual style).

The *Wiley-Blackwell House Style Guide* contains general guidelines for the use of editors, production editors, copy-editors, authors and typesetters. It is not intended to replace an individual journal's style guidelines where such rules exist, but instead sets out the standard we will default to in the absence of any other documentation.

Part of the transition to Wiley-Blackwell has been agreeing on a new style guide and this is now available at [www.blackwellpublishing.com/housestyle](http://www.blackwellpublishing.com/housestyle)

Hard copies are available from your production editor but the regularly updated online version should be regarded as the definitive version. A separate guide is available for US journals.

- Edward Wates, Global Journals Content Director, Wiley-Blackwell, Oxford

[Top of the Document](#)

---

### Steinbeck, Fitzgerald, Melville and Twain – creating the American Literature Collection

In a move to broaden the reach of specialist American literary societies, Wiley-Blackwell has recently launched the American Literature Collection (ALC). This is initially a collection of four titles; *Leviathan*, the journal of the Melville Society, *Steinbeck Review* from the Center for Steinbeck Studies at San Jose State, *F. Scott Fitzgerald Review* from the F. Scott Fitzgerald Society, and *The Mark Twain Annual* from the Mark Twain Circle of America. Our goal is to expand ALC annually as we attract journals on all key American writers, and in that spirit, we have several other contracts in the works that we anticipate signing before the end of 2008.

Long a stumbling block in the humanities, we have developed a new production and sales model that will make it financially viable to offer a collection of small, but intellectually important contributions to the discipline, at a price that is affordable and attractive to libraries. Single author and genre journals are typically produced out of English departments fueled by the passion and sweat of devoted academics. That sweat and the passion will remain in place, ensuring that the content is as meticulously nurtured and edited as before, but the journals will be produced at Wiley-Blackwell and marketed and distributed to a worldwide market for the first time.

The ALC is an online collection showcasing key authors from throughout America's literary history. It will be sold to research and academic libraries, community colleges, and high school and public libraries as an online-only resource. In addition to current content, all back issues of each journal will be posted online for the first time and included in the Collection. Society members will continue to receive print subscriptions to the journal of their respective society and have access to all of their journal's content electronically back to volume one.

Our offerings will now include the most important scholarship in American literature which has up to now been fragmented and difficult for libraries to find. This unique collection will give libraries an opportunity to satisfy a significant need for an important constituency among their faculty and will bring well-deserved, broad readership and international exposure to journals that have traditionally served only a small market.

- Margaret N. Zusky, Associate Publisher, Wiley-Blackwell, Boston

[Top of the Document](#)

---

### German National Deal to License Digitized Backfiles

All universities and publicly-funded institutions in Germany are now eligible to access most journal backfiles from Wiley-Blackwell through a nationwide license funded by the Deutsche Forschungsgemeinschaft (DFG). A deal struck with the Universitätsbibliothek Johann Christian Senckenberg Frankfurt/Main provides access to 21 journal Backfile Collections from Wiley, up from 9 collections previously available. A separate deal with the Bayerische Staatsbibliothek in Munich will provide access to the backfiles of 239 journals from Blackwell.

"We are thrilled that these national licenses will help provide the German research community access to the breadth and depth of Wiley-Blackwell content," said Reed Elfenbein, VP & Managing Director, Sales & Marketing. "Backfiles are one way that Wiley-Blackwell works with its library partners to provide a best-in-class service that meet the challenges of serving users in a digital age."

The Deutsche Forschungsgemeinschaft (DFG) is the central public funding organisation responsible for promoting research in Germany. Its activities focus on funding research projects carried out by scientists and academics working at universities or research institutes and on selecting the best projects in a process of fair and transparent competition. The work of the DFG serves all branches of science and the humanities to reflect its role as the self-governing organisation of German science and research. DFG membership is made up of German universities, non-university research institutions, scientific associations as well as the Academies of Science and Humanities. The DFG receives its funding from the federal (Bund) and state (Länder) authorities.

- Emily Gillingham, Director, Library and Institutional Marketing, Wiley-Blackwell, Oxford

[Top of the Document](#)

---

### Wiley-Blackwell Hosts Executive Seminars in UK, Tokyo, and US

Over the next several months, Wiley-Blackwell is preparing to host three Executive Seminars in North America, Europe and Asia. Executive Seminars are one-day events that bring together leaders in society publishing to address innovative ideas and perspectives in society publishing. Each seminar has a different agenda, and although there are Wiley-Blackwell colleagues among the presenters, most of the speakers are external.

Each seminar provides valuable opportunities to network with colleagues, learn the latest in scientific communication, and develop new strategies to support a society's goals and objectives. Attendees include a wide array of society heads from executive directors and publication managers to editors and treasurers.

The first Executive Seminar will be held in London, UK on June 13th. The theme of the seminar is the Future of Sustainable Scholarly Communications. Sessions will address the future of journals, the freedom to publish, publishing in the developing world, publishing ethics, and managing societies as a business.

The Tokyo Executive Seminar will follow soon after on July 5th. The theme of the seminar is Readership, Discoverability, & Accessibility: Some Key Issues Confronting Editors Today. Sessions will address global readership trends in Japan, interpreting readership data, the academic community's attitude toward peer review, looking after your reviewers, and the current climate of ethical publishing in Asia.

The next U.S. Executive Seminar will be held in September. More details will follow soon.

For information on registration for either of these seminars, please contact me directly on [vfoley@bos.blackwellpublishing.com](mailto:vfoley@bos.blackwellpublishing.com) or visit <http://www.blackwellpublishing.com/seminars/>

- Ginny Foley, Associate Director, Public Relations, Wiley-Blackwell, Boston

[Top of the Document](#)

---

### Listening to Librarians

With institutional libraries far and away the largest market for scientific, technical, medical, and scholarly content, Wiley and Blackwell (now Wiley-Blackwell) have for several years maintained advisory boards composed of prominent members of the international library community. Meeting at least twice a year, these boards have given our editorial, sales, and marketing colleagues insight into the needs and trends of different library communities, including academic, corporate, government, hospital, and special libraries, as well as regional differences. As the business has migrated online over the past decade, board input has provided vital direction for the development of business models and technology platforms.

The newly formed Wiley-Blackwell Library Advisory Board (LAB) met for the first time on November 29<sup>th</sup> and 30<sup>th</sup> in Oxford, U.K., comprising members of the previous Wiley and Blackwell boards with the addition of several new delegates.

#### **Library Advisory Board Membership 2007-2009:**

- Keith Webster, University of Queensland, Australia
- Louis Houle, McGill University, Canada
- Kari Stange, National Library of Sweden, Sweden
- Ralf Schimmer, Max-Planck-Gesellschaft, Germany
- S. Venkadesan, Indian Institute of Science, India
- Syun Tutiya, Chiba University, Japan
- Hilda Nassar, American University of Beirut, Lebanon
- Livia Vasas, Semmelweis University of Medicine, Hungary
- Barbara Aronson, World Health Organization, Switzerland
- Emre Hasan Akbayrak, METU / ANKOS, Turkey
- Diana Leitch, University of Manchester, UK
- Terry Bucknell, University of Liverpool, UK
- Carolyn Squire, GlaxoSmithKline, UK
- Mark Sandler, Committee on Institutional Cooperation, USA
- William G Potter, University of Georgia, USA
- Gay Dannelly, University of Notre Dame Libraries, USA
- Rick Anderson, University of Utah, USA
- Brad Gernand, Institute for Defense Analyses, USA
- Mark Funk, Weill Cornell Medical Library, USA
- Kristen McDonough, New York Public Library, USA

The meeting yielded much information about preferred sales models, platforms, and products and also showed that the trend towards online-only for both books and journals is still strong. "It was a really valuable meeting with lots of lively and interesting debate," says Emily Gillingham, Director, Library and Institutional Marketing. "The LAB provides a real opportunity for us to engage with customers, find out what they think of us, and keep our finger on the pulse of new trends. Another plus-point is that it helps to build champions out in the wider community"

With the launch of the combined Wiley-Blackwell platform slated for January 2009, the meeting brought a timely opportunity for the librarians to tell us what they hoped it would include. The established wisdom of "keep it simple" pertains: the fewer clicks to reach content the better. Branding is also a concern for libraries; they need sufficient space to display their names, reminding researchers that content is not free and reinforcing the rationale for their funding.

The benefits of the LAB flow both ways. "I find it very useful, and tremendously enjoyable," said Rick Anderson, Associate Director for Scholarly Resources and Collections at the University of Utah. "It's good both to hear what the company is thinking and planning and to hear from my colleagues at other types of institutions."

- John Lehman-Haupt, *Writer, John Wiley & Sons, Hoboken*

[Top of the Document](#)

---

#### **A Renewed Commitment to Carbon Neutral Publishing**

Wiley has announced that it is renewing the commitment to neutralize the carbon impact of its worldwide operations that were formerly part of Blackwell Publishing.

In addition to offsetting the carbon footprint of 10 offices around the world, it is also compensating for the CO<sub>2</sub> emissions that result from the global product shipments from this part of the business. This renewal reinforces the company's leadership role in addressing climate change; Blackwell Publishing was the first global publisher to become carbon neutral in 2006.

"This environmental stewardship aligns with our responsibility to all of our global customers, authors, society partners, and colleagues. In addition, Wiley is looking to expand this effort by exploring a wide portfolio of environmental and corporate responsibility initiatives for the entire corporation," said Eric A. Swanson, Senior Vice President, Wiley-Blackwell.

Carbon neutrality involves taking inventory of an organization's carbon dioxide emissions, and then implementing strategies to reduce and eliminate unavoidable emissions. Wiley-Blackwell has partnered with Carbonfund.org to purchase investments in a portfolio of renewable energy, energy efficiency, and reforestation projects.

"Carbonfund.org applauds Wiley-Blackwell's continued leadership and commitment to addressing the problem of climate change," said Carbonfund.org Executive Director Eric Carlson. "Wiley-Blackwell's carbon reduction and offset program serves as an example for the rest of the scholarly publishing industry."

Carbonfund.org is a leading carbon reduction and offset organization, making it easy and affordable for individuals, businesses and organizations to reduce their climate impact. Carbon offsets enable individuals and businesses to reduce carbon dioxide emissions they are responsible for in their everyday lives by investing in renewable energy, energy efficiency and reforestation projects where they are most cost effective. For more information, visit <http://www.carbonfund.org>

- Ginny Foley, Associate Director, Public Relations, Wiley-Blackwell, Boston

[Top of the Document](#)

---

## Journals Joining Wiley-Blackwell for 2008

We are delighted to welcome the following journals and societies to Wiley-Blackwell in 2008:

- *Australian Accounting Review* – Previously self-published by CPA Australia
- *Australian Dental Journal* - Previously self-published by the Australian Dental Association
- *Australian Journal of Grape and Wine Research* - Previously self-published by the Australian Society of Viticulture and Oenology
- *Boreas: An international journal of quaternary research* - Previously published by Taylor & Francis
- *Canadian Public Administration* - Previously self-published by the Institute of Public Administration of Canada
- *Canadian Review of Sociology* - Previously self-published by the Canadian Sociological Association
- *CrossCurrents* - Previously self-published by the Association for Religion and Intellectual Life
- *Die Unterrichtspraxis/Teaching German* – Previously self-published by the American Association of Teachers of German
- *English in Education* - Previously self-published by the National Association for the Teaching of English
- *Financial Management* - Previously self-published by the Financial Management Association International
- *International Labour Review* - Previously self-published by the International Labour Organization represented by the International Labour Office
- *Journal for Eighteenth-Century Studies* - Previously published by the Voltaire Foundation
- *Journal of Forensic Nursing* - Previously published by A J Janetti
- *Journal of Industrial Ecology* - Previously published by MIT Press
- *Journal of Interior Design* - Previously self-published by the Interior Design Educators Council



- *Journal of Renal Care* - Previously self-published by the EDTNA/ERCA
- *Journal of Veterinary Internal Medicine* - Previously published by Allen Press
- *Juvenile and Family Court Journal* - Previously self-published by the National Council of Juvenile and Family Court Judges
- *Latin American Politics and Society* - Previously published by Lynne Rienner
- *Microbiology and Immunology* - Previously published by the Center for Academic Publications Japan
- *Museum International* - French edition - Previously self-published by UNESCO
- *Natural Resource Modeling* - Previously published by the Rocky Mountain Mathematics Consortium
- *Nutrition Reviews* - Previously self-published by the International Life Sciences Institute
- *Pacific Focus* – Previously self-published by the Centre for International Studies, Inha University
- *Parliamentary History* - Previously published by Edinburgh University Press
- *Plant Biology* - Previously published by Thieme
- *Revista Internacional del Trabajo* (Spanish version of ILR) - Previously self-published by the International Labour Organization represented by the International Labour Office
- *Revue Internationale du Travail* (French version of ILR) - Previously self-published by the International Labour Organization represented by the International Labour Office
- *Special Care in Dentistry* – Previously self-published by the Special Care Dentistry Association
- *Steinbeck Review* - Previously self-published by the Martha Heasley Cox Center for Steinbeck Studies
- *Studies in Ethnicity and Nationalism* - Previously self-published by the Association for the Study of Ethnicity and Nationalism. Available as part of a subscription to Nations and Nationalism
- *The F Scott Fitzgerald Review* - Previously self-published by the F Scott Fitzgerald Society
- *The German Quarterly* – Previously self-published by the American Association of Teachers of German
- *The International Journal of Psychoanalysis* - Previously self-published by the Institute of Psychoanalysis
- *The Latin Americanist* - Previously self-published by the South Eastern Council on Latin American Studies
- *The Mark Twain Annual* - Mark Twain Circle of America
- *The RAND Journal of Economics* - Previously published by Allen Press
- *Theoria: A Swedish Journal of Philosophy* - Previously published by Bokforlaget Thales
- *Veterinary Clinical Pathology* - Previously published by Allen Press

In addition, we are pleased to be publishing the full list of titles from the American Anthropological Association, including AnthroSource, all previously published by the University of California Press:

- *American Anthropologist*
- *American Ethnologist*
- *Anthropology & Education Quarterly*
- *Anthropology & Humanism*
- *Anthropology of Consciousness*
- *Anthropology of Work Review*
- *Archeological Papers of the American Anthropological Association*
- *City & Society*
- *Cultural Anthropology*
- *Culture & Agriculture*
- *Ethos*
- *General Anthropology Bulletin (Newsletter)*
- *Journal of Latin American & Caribbean Anthropology*
- *Journal of Linguistic Anthropology*
- *Journal of the Society for the Anthropology of Europe*
- *Medical Anthropology Quarterly*
- *Museum Anthropology*
- *NAPA Bulletin*
- *PoLAR: Political and Legal Anthropology Review*

- *Teaching Anthropology*
- *Transforming Anthropology*
- *Visual Anthropology Review*

We will also be launching the following 25 new journals with their first issues in 2008:

- *Anatomical Sciences Education*
- *Asian Journal of Control*
- *Asian Social Work and Policy Review*
- *Autism Research*
- *Basic and Applied Pathology*
- *ChemSusChem*
- *Clinical and Translational Science*
- *Communication, Culture & Critique*
- *Conservation Letters*
- *Ecohydrology*
- *Evolutionary Applications*
- *Human Ontogenetics*
- *Industrial and Organizational Psychology: Perspectives on Science and Practice*
- *Insect Conservation and Diversity*
- *Journal of Biophotonics*
- *Journal of Diabetes*
- *Journal of Flood Risk Management*
- *Journal of Sports Technology*
- *Microbial Biotechnology*
- *Negotiation and Conflict Management Research*
- *Oral Surgery*
- *Security and Communication Networks*
- *Social and Personality Psychology Compass*
- *Sociology Compass*
- *Synthetic Biology*

- Bob Campbell, Senior Publisher, Wiley-Blackwell, Oxford

[Top of the Document](#)

### **Knowledge for Generations**

Marking the culmination of its bicentennial year, Wiley has published '*Knowledge for Generations: Wiley and the Global Publishing Industry, 1807-2007*'. The book documents Wiley'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. The final chapter begins with an extended discussion of the Wiley-Blackwell union and its potential contribution to the world of scientific, technical, medical, and scholarly publishing.

To help document its ongoing story, there is also now an online community called Wiley Living History (<http://www.wiley.com/go/livinghistory>). The site offers excerpts from *Knowledge for Generations* and a forum for authors, partners, colleagues, and friends to share comments and anecdotes. All are invited to visit the site and make their contributions whenever they have something to share, creating a living history as dynamic and diverse as Wiley itself.

