

We are delighted to reveal the new branding for Blackwell Publishing and our online journals delivery service, *Blackwell Synergy*.

Blackwell Publishing is the new company name following the merger of Blackwell Publishers, Blackwell Science and Munksgaard. Collectively we have over 200 years experience publishing high quality books and journals in a wide range of subjects, including humanities, social science, natural science, medicine and a range of professional disciplines.

Together we publish over 650 highly cited peer-reviewed journals, the majority on behalf of scholarly and professional societies. On average, the price of a Blackwell Publishing journal is just 25% of the average price of a journal from the largest commercial journals publishers. In addition to a top-rated journals list, high quality production values, and reasonable pricing, a high proportion of the income from our journals publishing is returned to academic research via the societies for whom we publish.

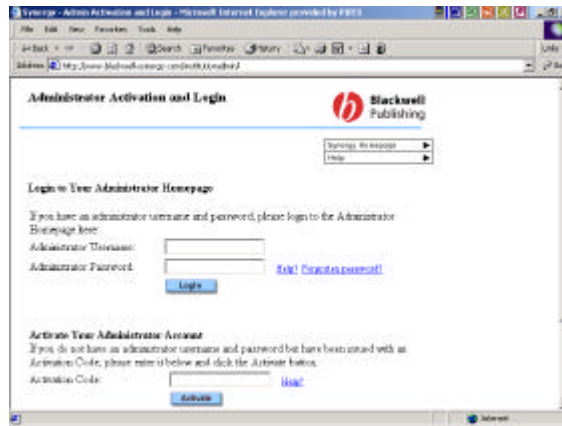
There will be many benefits for our library customers from the creation of one Blackwell Publishing company. Already it is possible to purchase our full online journals collection with 594 leading titles. We are developing *Blackwell Synergy* over the next year to include our social science and humanities journals and will also be improving the functionality further.

If you have any questions or suggestions for how Blackwell Publishing can serve your library's needs better, then please do get in touch. In the meantime, we will keep you updated on our latest publishing activities via this newsletter and our websites.

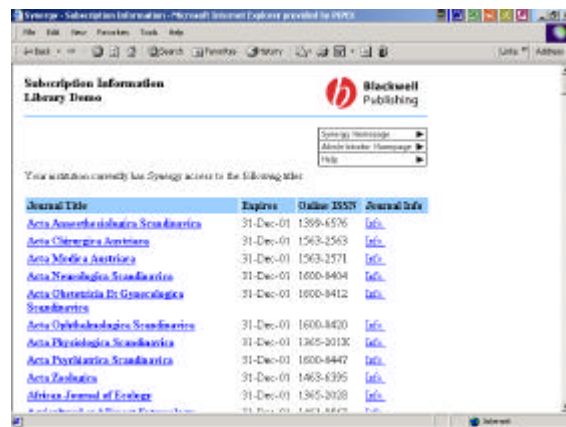
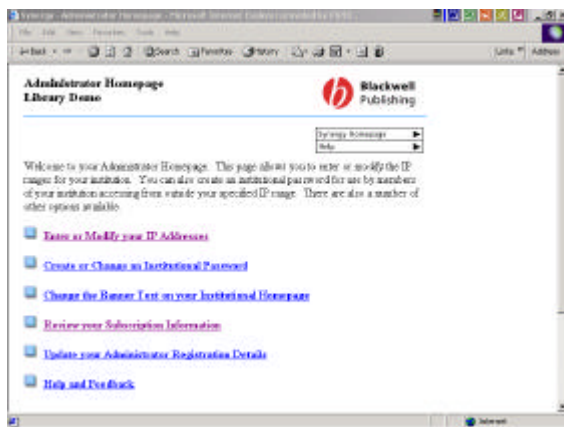
### **How to Capture Cataloging Information from *Blackwell Synergy***

Following are some step-by-step instructions on how to capture information on subscribed-to online journals from Blackwell Publishing. This will enable you to set up links to the full-text journals from your institution's cataloging system/OPAC or library website. Accessing our journals through *Blackwell Synergy* offers several features designed to improve researcher's time, such as full-text searching and linking with external databases. There is also extra functionality aimed at making e-journal administration easier.

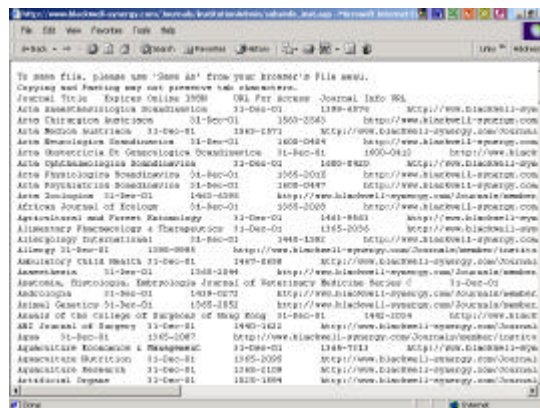
1. Go to <http://www.blackwell-synergy.com/institutionadmin> Login to your Administrator Homepage by entering your administrator username and password in the space provided. Let me know if you are unsure of these.



2. At your Administrator Homepage, you will see several menu choices. Click on 'Review Your Subscription Information'. You can then view the list of journals you have online access to, their online ISSN, and links to further information.



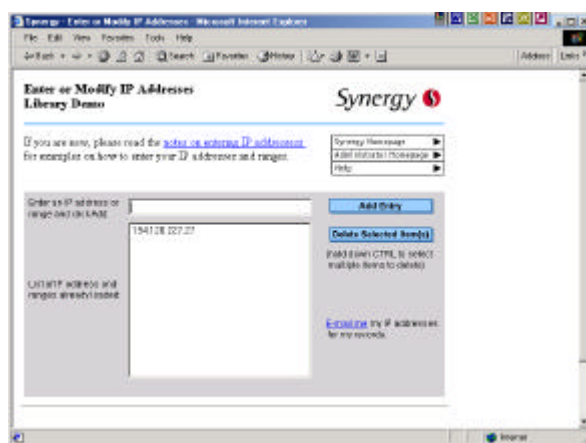
3. Scroll down to the end of the page and locate the tab separated text file highlighted as a link. You can load the information from this file directly into your institutional cataloging system to create links with the full-text content. The file contains the full journal title, online ISSN, expiration date, and the online journal content's permanent URL. The text file also contains the URL for information about the journal, including the editorial board, call for papers and aims and scope. All of the information contained in the text file can be downloaded to your OPAC.



If you have questions about capturing your cataloging information, please contact our Client Services Librarian, Marcia Cannon, MLS, at [mcann@blacksci.com](mailto:mcann@blacksci.com) (781-388-8354).

### **Announcing New IP Registration Screens**

The IP registration screens on *Blackwell Synergy* have recently been updated. This should make it much easier and quicker for library administrators to enter their institution's IP addresses. The page will now confirm additions and deletions of IP addresses and provide more constructive help when IP clashes occur. It will also allow one IP address or range to be entered at a time, thus speeding up the IP entry process. Again, this screen can be found as a menu option on the Administrator Homepage of *Blackwell Synergy*.



### **Come and see us at the Charleston Conference**

If you are planning to go to the 21st Annual Charleston Conference on issues in book and serial acquisition, representatives from Blackwell Publishing will be there. Jason Miller, Journal Sales Director, Americas, will be attending conference sessions and available for meetings with anyone interested in discussing either purchase or renewal of Blackwell Publishing content for 2002. Arrangements can be made by contacting Jason at 781-388-8314 or [jmill@blacksci.com](mailto:jmill@blacksci.com)

In addition, Marcia Cannon, MLS, Client Services Librarian, will be speaking during the Serials Management Preconference on Wednesday, October 31st. Her presentation will focus on the evolving cost and access issues of electronic journal publishing from both the perspectives of a librarian and publisher.

Both Jason and Marcia will be attending the entire conference and would be glad to take some time to talk about your needs and interest in our electronic journals collections.

### **Our Websites**

- Blackwell Synergy: <http://www.blackwell-synergy.com>
- Blackwell Publishing: <http://www.blackwellpublishing.com>
- For information on our social science and humanities books and journals: <http://www.blackwellpublishers.co.uk>
- For information on our science, medical and professional books and journals: <http://www.blackwell-science.com> and <http://www.munksgaard.dk>

**Have you found this useful?**

Please let me know if you have any comments or suggestions for this newsletter. We aim to post the newsletter on our website in future so that you will not need to receive it as an attachment.

*Opting Out* - If you would prefer not to receive these updates (which will be sent approximately monthly), then let me know by replying to this message. Feel free to forward it to any colleagues who you think may find it useful.

Many thanks and best wishes.