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Publisher's Profile: Institute of Physics Publishing

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Profile Encouraged

Ron Chepesiuk

<chepesiukr@winthrop.edu>

Professor and
Head, Special
Collections,
Winthrop Col-
lege Library,
Rock Hill, NC

When: Twentieth century

Where: Thunderbay, Canada

Family: Magdalena, wife

Current residence: Quiet suburban street in Rock Hill, SC

Education: BA: Moorhead State University, MLS: Clark Atlanta University, DAS: National University of Ireland, University College Dublin

First job: Carrying fifty pound bags of Robin Hood flour

Job experience: Professor and Head of Special Collections, **Winthrop University**. As a professional librarian, I am also Editor in Chief of *International Leads*, ALA's international arm; a contributing editor to *American Libraries*, *Against the Grain*, and *Library Times International*. As a professional writer, I am the author of nine books and more than 1,400 articles that have appeared in *Modern Maturity*, *The New York Times*, *National Review*, *USA Today*, *The Bulletin of Atomic Scientists*, among other publications.

Most recent professional accomplishment: As part of a mission for ALA, I went to the Middle East and interviewed Yasser Arafat about Palestinian plans for libraries and education.

Fondest memory: Either meeting or marrying my wife

Favorite pastime: Writing

Hobbies: Reading, weight lifting, karate (I have black belt in Tae Kwon Do). Note: I don't consider my professional writing career a hobby

Last book read: Seymour Hersh, *Dark Side of Camelot*.

Pet peeve: Librarians that complain their profession is stereotyped and then do everything possible to prove it or obstruct those that work hard to prove it isn't.

Five years from now: Writing professionally fulltime while I edit a string of newsletters.

Biggest surprise: How interesting life continues to get.

Publisher's Profile

Column Editor: **Matt Nauman** (Blackwell's North America)

Institute of Physics Publishing

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Institute of Physics Publishing (IoP) is one of the world's leading publishers in physics and related subjects. As the not-for-profit publisher of the Institute of Physics, we are grounded in tradition, but progressive in outlook. Consequently, while IoP journals date back more than 100 years, they are delivered to readers via one of the most advanced electronic journal systems available. While author's manuscripts must conform to acknowledged standards of excellence, they can be submitted in any of a dozen electronic formats. IoP staff, authors and referees remain the most important resource, but we see no reason not to assist them by becoming one of the most technically empowered organizations in scientific publishing.

IoP is probably best known for its list of 33 journals and, more specifically, the **Journals of Physics** series. This consists of such established titles as **Journal of Physics B: Atomic, Molecular and Optical Physics**, **Journal of Physics D: Applied Physics** or **Journal of Physics: Condensed Matter**. A process of careful re-focusing as these disciplines have continued to evolve means that the sequence no longer preserves its original alphabetical order, a fact which sometimes occasions comment among newer customers. Each title maintains an impeccable reputation within its particular community — as do more specialized journals like **Nanotechnology**, **Inverse Problems** and the most recent addition to the IoP list, **Combustion Theory and Modelling**. **Combustion Theory and Modelling** is one of the first mainstream scientific journals to boast its own dedicated Multimedia Editor. Intent on drawing upon the vast quantity of unpublished multimedia material in the field, committed to enlarging the communicative potential of the research journal, **Combustion Theory and Modelling** is one of several IoP titles to use video clips, simulations and datasets to illustrate its articles. Particularly popular at exhibitions is a Building and Fire Research Laboratory movie showing the systematic destruction, by fire, of

a three panel workstation. Extensive testing has led IoP to conclude that there may be more than a hint of wish-fulfilment among some of the more jaded librarians and publishers!

Multimedia functionality is just one of the advanced features now available from IoP's **Electronic Journals** service. Launched in 1994, expanded in 1996, substantially upgraded in 1997, it remains one of the most sophisticated journal interfaces in scientific publishing. It is also among the easiest to use. All IoP journals, together with a five-year archive (1993-1997 inclusive), are available online at no extra cost to institutional subscribers. Key features include advanced personalization options, a remote access facility, and landmark **HyperCite™** technology. HyperCite enables users to find papers cited by, or citing, selected articles. The facility incorporates links to a range of external resources including the **INSPEC** database and the **Los-Alamos e-print server**. IoP is currently negotiating links to other physics publishers with a view to expanding HyperCite™ even further.

IoP's Website is quite possibly the most visited online physics resource in the world, servicing some 30,000 pages per day in 1997. Besides online versions of IoP journals, the site includes a number of unique electronic products. **Physics Express Letters** provides free access to the fulltext of rapid communications from 11 of IoP's most significant journals. **CoDAS Web**, published in collaboration with **Elsevier**, is a multi-publisher alerting service for the condensed matter and materials science community. One of the most exciting recent developments has been the release of **PhysicsWeb**, a site providing up-to-the minute news and information in all areas of the field. This electronic service covers the latest breakthroughs in research, publishes conference information and job advertisements, and features some of the best content from *Physics World* magazine.

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<<http://www.against-the-grain.com>>

Publisher Bestsellers — University Press of Florida

Column editors: **Julia A. Gammon** (Univ. of Akron) <jgammon@uakron.edu>
Kate Wittenberg (Columbia University Press) <kw49@columbia.edu>

With this column we head to the sunny South and Gator Country. **Lisbeth Kent**, Promotion Manager, supplied the list of the most popular titles from the **University Press of Florida**. The list is an interesting mix of books on regional history, gardening, the arts, and archaeology. Established in 1945, the press has over 800 titles currently in print and specializes in Floridiana, Southeastern archaeology, Caribbean studies, humanities, medieval studies and poetry, to name a few.

University Press of Florida Bestsellers

History

Gannon, Michael, ed. *The New History of Florida*. 492 pp. 93 illus. ISBN 0-8130-1415-8 Cloth \$34.95.

Gannon, Michael. *Florida: A Short History*. 192 pp. 86 photos. ISBN 0-8130-1168-X Paper \$9.95.

Amos, Alcione M. and Thomas P. Senter, eds. *The Black Seminoles: History of a Freedom-Seeking People*. 352 pp. 38 photos. ISBN 0-8130-1451-4 Cloth \$29.95.

Futch, Ovid L. *History of Andersonville Prison*. 146 pp. illus. ISBN 0-8130-0591-4 Paper \$14.95.

Arsenault, Raymond. *St. Petersburg and the Florida Dream, 1888-1950*. 360 pp. 396 photos. ISBN 0-8130-1442-5 Cloth \$34.95.

Colburn, David R. and Jane L. Landers, eds. *The African American Heritage of Florida*. 402 pp. 46 photos. ISBN 0-8130-1332-1 Cloth \$49.95s, ISBN 0-8130-1412-3 Paper \$19.95.

Gardening

Watkins, John V. and Thomas J. Sheehan. *Florida Landscape Plants*. 420 pp. illus. ISBN 0-8130-0861-1 Paper \$15.95.

Stevenson, George B. *Palms of South Florida*. 251 pp. illus. ISBN 0-8130-1441-7 Paper \$19.95.

Watkins, John V. and Herbert S. Wolfe. *Your Florida Garden*. 368 pp. illus. ISBN 0-8130-0862-X Paper \$14.95.

Arts/Photography

Warren, Gretchen Ward. *Classical Ballet Technique*. 395 pp. 2600+ photos. ISBN 0-8130-0895-6 Cloth \$85.00, ISBN 0-8130-0945-6 Paper \$39.95.

Uelsmann, Jerry N. *Uelsmann/Yosemite*. 80 pp. 64 duotone prints. ISBN 0-8130-1444-1 Cloth \$39.95, ISBN 0-8130-1445-X Paper \$24.95.

Libby, Gary R., ed. *Celebrating Florida: Works of Art from the Vickers Collection*. 144 pp. 64 color plates. ISBN 0-8130-1477-8 Cloth \$39.95.

Uelsmann, Jerry N. *Jerry Uelsmann: Photo Synthesis*. 128 pp. 115 duotones. ISBN 0-8130-1159-0 Cloth \$42.95, ISBN 0-8130-1160-4 Paper \$26.95.

Warren, Gretchen Ward. *The Art of Teaching Ballet: Ten Twentieth Century Masters*. 408 pp. 31 photos. ISBN 0-8130-1459-x. Cloth \$39.95.

White, John. *Teaching Classical Ballet*. 240 pp. 97 photos. ISBN 0-8130-1394-1 Cloth \$49.95, ISBN 0-8130-1395-X Paper \$24.95.

Archaeology

Purdy, Barbara A., photos by Roy C. Craven, Jr. *Indian Art of Ancient Florida*. 143 pp. 116 color photos. ISBN 0-8130-1462-X Cloth \$34.95.

Purdy, Barbara A. *How to Do Archaeology the Right Way*. 216 pp. 68 photos. ISBN 0-8130-1392-5 Cloth \$29.95.

Hann, John H. *History of the Timucua Indians and Missions*. 400 pp. illus. ISBN 0-8130-1424-7 Cloth \$49.95.

Milanich, Jerald T. *Florida Indians and the Invasion from Europe*. 304 pp. 29 photos. ISBN 0-8130-1360-7 Cloth \$29.95.

Deagan, Kathleen and Darcie MacMahon. *Fort Mose: Colonial America's Black For-*

ress of Freedom. 64 pp. 125 color, 84 b/w photos. ISBN 0-8130-1351-8 Cloth \$27.95s, ISBN 0-8130-1352-6 Paper \$9.95.

When asked, **Lisbeth Kent** supplied the following information on the two books that she feels have been "neglected" in terms of sales — but really deserve better readership. With that recommendation, take a look at your library catalog and if you have not purchased these two books make sure you add these to your "To Be Ordered" file. Both the Political Science Department and the Black Studies Department will be pleased!

University Press of Florida Best Kept Secrets

El-Kikhia, Mansour O. *Libya's Qaddafi: The Politics of Contradiction*. 280 pp. ISBN 0-8130-1488-3 Cloth \$49.95, ISBN 0-8130-1585-5 Paper \$19.95.

Library Journal says this is "A first-rate objective analysis of the complexities of modern Libyan politics with a special focus on the country's controversial leader ... Thoughtful and well-researched — evenhanded and immensely readable."

Dunn, Marvin. *Black Miami in the Twentieth Century*. 416 pp. ISBN 0-8130-1530-8 Cloth \$29.95.

This first book devoted to the history of African Americans in south Florida and their pivotal role in the growth and development of Miami traces their triumphs, drudgery, horrors, and courage during the first 100 years of the city's history.

Publisher's Profile from page 56

Physics World is the flagship publication of IOP's vibrant magazines division. Its combination of news, reviews and features, together with a broad-based appeal to the research, educational and industrial sectors, provides a blueprint for this rapidly expanding list. This growth is typified by such titles as *Scientific Computing World*, which now runs an affiliated conference, the **Royal Astronomical Society's** Astronomy and Geophysics, and *Vacuum Solutions* launched in September, 1997.

Also thriving is IOP's impressive program of Books and Reference works. Publishing at a variety of levels, the list promises a number of highlights for 1998. Among them are the new *Handbook of Fuzzy Computation* (Edited by E. Ruspini, P. Bonissone and W. Perdrycz), which completes the successful *Computational Intelligence Library*, and the *Handbook of Applied Superconductivity* (Edited by B. Seeber), a two-volume reference work covering all aspects of applied superconductivity and the supporting low temperature technologies. Along with several lively popular science titles, *Mathematically Speaking*, a new anthology of quotations edited

by Gaither and Cavazos-Gaither, provides evidence that the concept of physics humor is not the intimidating contradiction in terms it might first seem.

What of the future? Next year sees the 125th anniversary of the Institute of Physics, a distinguished past which IOP proposes to celebrate in a characteristically forward-thinking fashion. One project scheduled to be up and running by then is the *New Journal of Physics* (NJOP), a peer-reviewed, purely electronic journal available at no charge via the World Wide Web. Published in partnership with the **German Physical Society**,

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Papa Lyman Remembers — Against the Grain 1997

by Lyman Newlin (Book Trade Counsellor) <broadwater@commtech.net>

I was doing some reminiscing going back through back issues of *Against the Grain*. To do so is to glimpse both current issues and some history in the making. I decided to devote my column to some of the articles that caught my interest in 1997 so get out your back issues and reminisce with me ... On my desk, I have piled the six issues of *ATG* from 1997. I'll try to mention hereinafter (that's a word not in my little Oxford dictionary, but it's in the good old *Webster's New International*, second edition), items which bring up remembrance of things past. From December 96-January 97, **Bill Hannay's** "Go West, Young Thomson," reminds me of an incident from when I managed **Follett's Minnesota Book Store** adjacent to the University in the 1940s. I had some demands for **West Publishing Company's** law texts which were widely used at **Minnesota's Law School** as one might suspect, considering that West was in St. Paul. But this publisher would not sell to Follett because its parent, **Wilcox & Follett Co.**, dealt with second-hand textbooks. Some years later, I became well-acquainted with an executive of the publisher. I once asked him if West's refusal could be considered a restraint of trade and worthy of litigation. Instantly the answer was, "Probably, but who wants to litigate against a firm where even the janitors have JD's."

February, 1997, *ATG*, (v.9#1), here's a coincidence. Page 1 features an "Interview with **John Perry Barlow** on **The Future of the Information Age**," by **Ron Chepesiuk**. During that same month, I had the experience of meeting Mr. Barlow and listening to his promotion of DOI when I was an attendee of the **Association of American Publishers Professional/Scholarly Publishing Division** annual meeting in Washington. Here was a chance, I thought, to test myself. Am I a neo-Luddite, as I began to regard myself, after hearing Mr. Barlow in the Washington AAP conference?

But re-reading the *ATG* article just about convinced me that I am not. Now, a year later, I'm not sure and I no longer worry!

April, 1997, *ATG* (v.9#2), **Group Therapy** (pp.64-65) presents a gripe and answers. I previously sent in a letter to the editor at a time when there was no more space. So I'll try again here with this comment on the gripe of "canceling prepaid orders." **John Perry Smith** quite competently handled the gripe on page 64. The griper would really have something to howl about if his library were to try ordering from the myriad of printers (I hesitate to call them publishers) who are trying to peddle their one and only conceit after having failed to convince a proper publisher of its universal worthiness. In general, these one-time publishers have spent their last sou for printing, have no notion of distribution and would not trust the Almighty for credit. I must add that a sizable number of scholarly society publishers have been (or are) too confounded lazy to employ a set of accepted publisher business procedures and also require payment with order. Your griper should have offered thanks that there are dealers who don't mind dealing with these mavericks but who still want to keep their respective shirts on their backs, even as Mr. Smith does. Dealers don't have the facilities to advise their customers of every one of the hundreds of orders which have to be accompanied by payment demanded by the "publishers." **Ann Revelt of Franklin** reports that fewer than 3% of her publishers require prepayment, and I presume she is not referring to dollars. So, even if the griper's library orders follow this pattern, surely all 3% are not wasted. It begins to appear that we are concerned here with a very small dollar amount. If the library has one call for a title (which is the obvious reason for its being ordered in the first place), it will in all probability get another call for the same ... Best way out is to keep the book and worry about bigger problems.

June, 1997 *ATG* (v.9#3). It's a shame we didn't have time in our Public Library sessions at the **Charleston Conference** number 17 to bring up more matters especially pertinent to public libraries. We could have spent one session on Internet censorship — or should I say, "guardianship." The articles by **Eleanor Cook** in her **Drinking from the Firehose** (p.75) and **Tony Ferguson's Back Talk** (p.90) should be of interest to all public libraries.

September 1997 *ATG* (v.9#4). If you remember or now refer to this issue, you will see that there is certainly one article that is exactly down my alley and with which I am in complete agreement. That's the **Op Ed, Opinions and Editorial column** (p.28) featuring "Our Non-Electronic Future" by my friend of many years, **Gordon Graham**. I am proud to say that I was responsible for first bringing Gordon to the **Charleston Conference**, I believe in 1988. Gordon and his wife, Betty, were in attendance at CC#17 and I hope every attendee had the opportunity to talk with him. By all means, look up his article in this issue and ponder it well. The voice of the heretic should be heard as well as that of the prophet!

November 1997 *ATG* (v.9#5). If you haven't already quit on my column or if you have decided I am completely psyched out — read **Sever Bordeianu's** and **Claire-Lise Benaud's** article "Outsourcing in American Libraries — An Overview," beginning on page 1. Their first sentence says it all for me: "Outsourcing is one of those issues that riles people." It sure riles me. I invite all of you to look through your back issues of *Against the Grain*. They get you thinking ...

Publisher's Profile from page 58

financed by article charges paid by authors, *NJOP* will publish significant research articles from across the whole breadth of physics. This is a radical venture undertaken in response to some of the most far-reaching problems in scientific publishing. In taking this initiative, IoP believes they are maintaining touchstone values of flexible thinking, technical virtuosity and rigorous commitment to quality. While respecting the past, IoP remains a company governed by a tradition of innovation.

For more information on IoP, visit: <http://www.iop.org>.

Rumors from page 35

Alfred Jaeger, Inc. is pleased to be celebrating their 40th anniversary in 1998. Also, we are proud to announce that **Alfred Jaeger** is now a registered trademark with the U.S. Patent and Trademark Office and that the name is a registered service mark filed in the principal register of the United States of America. Stop by their booth at ALA and see what's new.

Also, **Don's** son, **Bryan**, will be playing ice hockey tournaments this summer in Otawa, Canada and two in Marlboro, MA with the Islander alumni team. This team is coached

by former New York Islanders, **Bob Nystrom** and **Jerry Hart**, who also have sons on this summer travel team.

Jay Jordan is new President and CEO of OCLC.

This item comes from **Edupage** — **Bertelsmann AG** of Random House fame is planning to develop an interactive Web site to sell all books (not just its own) on the Internet. It will be a serious competitor to **Amazon.com**, **Barnes & Noble**, and **Borders**. **Cowles/Simba Information** says that Amazon now has 50% of the market and Barnes & Noble 6%. The Borders and Bertelsmann online sites will not be in operation until later this year. (see *USA Today* 25 Mar 98).

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