

In  with  rs: Eefke Smit, Director of Electronic Publishing, and Jaco Zijlstra, Director of Scopus, walk us through the birth of their brainchild

(addition to First Quarter 2004, the editor).

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ET: You've been working on Scopus for over two years now. When did you realize you were on to something special?

JZ: From the beginning we thought we could improve a lot on what already existed in the marketplace, not just a little bit. What we created has exceeded our expectations. We had the opportunity to start from scratch and use evidence-based development to come up with something researchers can actually use.

ET: Why is Scopus strategically important for the company?

ES: ScienceDirect is very successful in the market. We did it the right way and we were one of the very first. Now nearly everybody has made their material electronically available. That's sparked a demand for new navigation. A major frustration for librarians is that it's a big patchwork. The new playing field is to offer the market the right tools to truly and freely navigate what is there, without barriers or boundaries.

JZ: As a company we have a vision to cover all information needs within the scientific, technical and medical (STM) market. If we don't have a position in points of access – and we should consider even Google as a point of access – our full text could become separated from the end users and that puts us in a very vulnerable position. ...

ET: How will you measure the success of the launch of Scopus?

ES: I want it to be an everyday tool for the students and faculty. It's a very intuitive tool to search STM literature, it's the shortest way to full-text and it provides serendipity via the reference browsing.



Why wouldn't they use it?

JZ: That researchers will really make it their preferred tool for finding scientific information. That they'll use it, that's what it's going to be all

about. And, of course, the best thing a librarian can say is: "I'll buy it."



Title: "Why didn't they have this when I was doing my PhD?" – What Users Say About Scopus

"That would be fantastic! That's exactly what you'd want. Normally I would look up the journal and then look it up in a separate database for full-text."

"It's easy to use and comprehensive; you use one database for everything."

"I am picking up good things: articles in journals that I wouldn't automatically look for. That's useful stuff."

"I am always thinking 'what would save me time,' so this would be a very useful tool."

"Scopus is the best search engine I have seen. It is much better than Web of Science, much cleaner. It does everything you need. I would certainly use it!" (386)

Improving our service to customers

The Customer Service Focus project has been established to improve the level of service being provided to Elsevier customers.

The aim of the project is to identify and address key service issues for five customer groups: the scientific research community (which includes journal authors, editors and reviewers), librarians, book authors, book sellers, and individual book buyers. ...

"It all comes down to communication, external as much as internal," adds Arie Jongejan, CEO, Science & Technology and supporter of the librarian and scientific research community task forces. "Creating teams of stakeholders from different parts of the business will help us to understand each other and to understand the customer, and it will enable us to lay the foundation for a sustainable communications process afterwards. In the end, you can only serve your external customers as much as you can serve the internal customer."

Based on input from people around the company, the task forces are now developing proposals to

address the highest priority issues. These proposals will be presented to the Elsevier Board for review in May.... (388)

Elsevier values librarians in World Book Capital New Delhi

Elsevier has recognized five leading information specialists for making significant contributions to the digital library concept in India. The awards were presented at the 16th New Delhi World Book Fair. (388)

Listening to the library community

Elsevier's fifth annual European Library Advisory Board (ELAB) meeting, held recently in Amsterdam, gave librarians the opportunity to voice their opinions on various issues.

The traditional opening dinner was an occasion for Elsevier management, led by Arie Jongejan, CEO, Science & Technology, to strengthen relations and talk informally with these library leaders.

During the meeting, discussions focused on prices, price increases, electronic business models, open access and customer service. For the first time, librarians gave presentations to Elsevier, discussing pricing from their perspective.... (389)

Authors are benefiting from EES rollout

Authors submitting work to Elsevier can now enjoy a quicker and easier process. There are now approximately 230 journals offering online submission to authors using the Elsevier Editorial System (EES)

.Phase I of the EES project is almost complete with rollout having occurred in the Internal Editorial Offices (IEO), in Amsterdam, Cambridge, Paris, Boston and San Diego. The Health Sciences IEO in Paris was the first to complete the EES rollout for all of their titles.

"Within months of the implementation of EES, the rate of online submission has reached 80 percent for most titles," says Philippe Terheggen, Director, Editorial Services. "I am delighted that the rollout of Phase I has progressed so well, it is a great achievement for everyone involved." ... (390)

ScienceDirect Backfiles are getting healthier

The release of the long-awaited *Health Sciences Backfiles* is due to be completed by the end of the month. They include more than 360 titles and will Office of Foreign Assets be delivered in three separate packages: Medicine and Dentistry, Nursing and Health Professions and Veterinary Science and Veterinary Medicine. Altogether, they contain more than half a million full-text articles, from journals going back to 1916.

... (390)

Elsevier aids exchange of scientific information

There is concern at the moment regarding the publishing of work originating in countries under embargo by the US Government, which include Iran, Cuba, Libya and Sudan.

In September 2003, the US Treasury Department's Office of Foreign Assets Control (OFAC) issued a ruling in response to a request by the Institute of Electrical and Electronic Engineers (IEEE) concerning submissions by Iranian authors. (OFAC is the agency responsible for the enforcement of various sanctions and embargoes.) This ruling created considerable ambiguity regarding whether or not a licence from the US government is required for peer-review and editorial processes (for US-based journals or US-based editors)....

"Elsevier and a broad cross-section of the STM publishing community are continuing to accept papers and process them according to usual editorial standards because we believe that the regulations are invalid and should be changed, and we are working with AAP [Association of American Publishers] to implement these changes," says ... Elsevier's General Counsel. (391)

Scopus, what lies beneath

In today's issue, we take a look at the technology that powers Elsevier's new all-science Abstracting and Indexing (A&I) tool.

The pre-release of Scopus is currently being trialled by institutions worldwide and is receiving very positive feedback, particularly on its content and functionality.

The heart of Scopus is its content, the world's largest database of abstracts and references. Creating the most comprehensive A&I database of scientific literature ever assembled is not an easy task but Elsevier's Bibliographic Databases (BD) Department was up to the challenge.

The BD Department's vast expertise and experience in data collection stems from years of producing the databases for leading products like Embase, Compendex, Geobase and Biobase. They drew on this content and expanded its breadth of coverage, identifying and obtaining a vast amount of peer-reviewed journals. Now, there are more than 13,000 titles in the database. The total will reach 14,000 by the commercial launch in Q4 2004, including conference proceedings and open access journals. This is the first time a product of this size and magnitude has been offered to the market. One of Scopus' main strengths is its superior reference and citation functionality. ...

By the end of this year, Scopus will be able to facilitate browsing across approximately 27 million abstracts and 10 years of cited references. ... "The biggest development challenge was managing the quantity of data being processed. Over 145 million references have been processed to date; this

accomplishment was only possible by a joint effort of all staff in the department.”

The quality of citation linking in Scopus is unsurpassed in the industry.... (392)

Elsevier protects world intellectual property

Intellectual property is: Industrial property, which includes inventions (patents), trademarks, industrial designs, and geographic indications of source; and Copyright, which includes literary and artistic works.

Protecting scientific records

In recognition of World Intellectual Property Day Elsevier has reaffirmed its support of copyright protection for the publishing industry.

“The exclusive rights embodied in copyright enables STM publishers to support and maintain the high level of quality in STM publishing and to invest in innovative digital technologies for researchers,”... (392)

Elsevier Journals enter the XML era

On 10 May, Elsevier implemented the new Journal Article DTD 5.0, which from now on will be the basis for new print and online content for journals. All new articles will be formatted in XML. Articles that entered the production process before 10 May will stay in the current SGML format. ... (393)

ScienceDirect advertising campaign nominated for award

One of ScienceDirect’s marketing campaigns was nominated for the *Dutch Award for Effective Direct Marketing* at the Esprix Awards 2004, held in Amsterdam on 12 May. “Although we didn’t win the award, we are very proud of the nomination,” ... (394)

Has anyone seen Jesus’ brother’s bones?

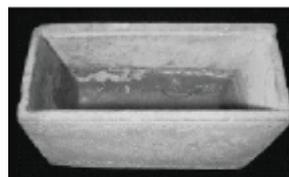
New research in Elsevier’s *Journal of Archaeological Science* has queried the authenticity of a box that is claimed to have held Jesus’ brother James’ bones. When the 1st Century ossuary came to light two years ago, its inscription caused excitement among New Testament scholars, historians, and archaeologists. Tests showed that the ossuary did, indeed, date from the 1st Century of the Christian era.

Such artifacts are not uncommon. Following an initial burial in a cave, it was customary at that time for the Jews to then retrieve the bones of an individual and place them in a stone ossuary. (The practice ceased in AD70 when the Romans destroyed the Temple in Jerusalem.) What made this ossuary intriguing was its Aramaic inscription, which read, ‘James, son of Joseph, brother of Jesus’.

According to archaeologists, it was unusual for such inscriptions to mention the deceased’s brother, and that information would only be included if the brother was a prominent person. Although Jesus (Yeshua in Aramaic), Joseph (Yosef), and, to a lesser extent, James (Ya’akov) were relatively common names at the time, the probability of the three occurring in the given relationships was very small.

The age of the ossuary itself has never been disputed. Recently, however, a team of Israeli archaeologists and geologists conducted sophisticated tests on the inscription, believing the inscription’s authenticity was suspect. One test examined the oxygen isotopic composition of the patina on the inscription, as compared with the patina on the rest of the box, and on other similar ossuaries. They concluded that the patina on the inscription had been artificially applied with a hot water, purpose-made chalk solution. This solution differs from, and is more recent than, the natural patina that developed over the rest of the ossuary.

In June 2003, officials from the Israeli Antiquities Authority had announced that the ossuary was a forgery, and that the inscription was made “in the modern era,” following which an imitation patina was applied. (395)



The James Ossuary (courtesy the Israel Antiquities Authority).

Elsevier Foundation awards more grants to the STM community

The Elsevier Foundation has awarded another round of grants to several organisations in the STM community for 2004. Organisations with programmes focused on improving the lives of children and students were among this year’s recipients. *The Albert Einstein Healthcare Network* received USD 5,000 for an educational video library, intended for child and adolescent patients. ... *Bibliodef South Africa* were given USD 3,733 to help children in Cape Town ... Two academic institutions are also benefiting from Foundation money. *The University of Georgia’s College of Environmental Design in Athens, GA, US* ... *The Brigham and Women’s Hospital in Boston* ... Aiming to reach the entire global medical community, the Netherlands-based *International Society for Infectious Diseases* also received USD 5,000.... *The Institute for Safe Medication Practices*,... *International Network on Children’s Health, Environment and Safety (INCHES)* and

Policy Interpretation Network on Children's Health and Environment (PINCHE) in the Netherlands, received USD 5,000 for the third Children's Environmental Health Conference... The Foundation also funded the *Medical Library Association's (MLA) USD 25,000 Donald A. B. Lindberg Research Fellowship 2004*, ... (396)

Integrated Life Sciences strengthens expertise

A new Life Sciences business unit was created last summer from the former Life Sciences, MDL and the Chemistry units. Integrating MDL into Science & Technology's Life Sciences was a result of recognising important opportunities in the pharma/biotech industry, and the need to leverage Elsevier's content expertise with MDL's software and market power...

Life Sciences Managing Director Martin Tanke explains, "Our mission covers the three main areas of strategic importance to the customer: having access to published information; helping companies manage internal data; and building a solution to provide access to this information."...

Martin adds, "The industry is interested in improving their understanding of the relationships between drug (properties) and people, so this opens up a number of opportunities for some great products, such as an electronic version of Meyler's Side Effects of Drugs or x-Pharm, the new online pharmacology reference work targeted at the academic, corporate and government market sectors." ...

Martin says, "Combining the market and development strength of MDL with the content generating strength of primary publishing brings knowledge and competences closer together. Of course this is easier said than done and although we have made significant progress realising this objective, it would be impractical to say that we are already there. Major emphasis in the forthcoming months will be put on bringing not only the management of the organisation within Life Sciences closer together, but also the people working in the units." (397)

The inauguration of the China office

Elsevier opened its new office in Beijing on 26 May 2004 at a ribbon-cutting ceremony led by Arie Jongejan, CEO, Science & Technology. China's Vice-Minister of Health, Mr Zhu Qingsheng, was among the distinguished representatives from the Chinese academic, government and medical sectors who graced the event. "The minister was very excited to work with us to translate and disseminate books and journals on Chinese Medicine throughout the world," says José Wehnes, Managing Director, Health Sciences International. "He remarked that our relationship was particularly exciting due to the fact that we were bringing

together medical information from both China and the western world."... (398)

A toast to the summer with PIMS

In parallel with strategic planning for the year ahead, PIMS continues to deliver value across the business. The team focuses on the continuation of process initiatives, the establishment of tactical solutions and the completion of key strategic initiatives.

Process Initiatives:

<Journals Implementation & Evaluation> - A process and single form for use by publishers across both HS & S&T that coordinates ...product information...

<Consistent Acronyms>

<Group Acquisitions>...implementation of a groups of acquired titles...

<Information Management> - in support of the Journals Tactical Solutions...

<Subject Classification>

Tactical Solutions:

...to establish Delta as the tactical source of journals and periodicals product information...

Strategic Initiatives:

... A product category model has been developed and will allow for the coherent categorisation of Elsevier's entire product set.... (399)

ScienceDirect reaches milestone

The number of articles available to researchers around the globe via ScienceDirect has now reached six million.... (400)

highlight

Elsevier today

- a compilation of Elsevier Today for members of VGEO, especially for former employees of Elsevier -

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Second quarter 2004, covers issues 388 – 400