



### Returning to World Alzheimer's Day

Returning to a neuropsychiatric approach is the best way to treat Alzheimer's disease, according to Dr. Frans R. J. Verhey, in his lecture "Old and Forgotten: Alzheimer's Lessons," published recently in Elsevier's Archives of Gerontology and Geriatrics.

Verhey's lecture recalls points about the disease made by its discoverer, Alois Alzheimer, ...

Approaching Alzheimer's as a cognitive disorder is too limited, suggests Verhey. Alois Alzheimer himself followed a broader treatment path, combining neurology, psychiatry and neuropathology. This approach, Verhey believes, would serve today's patients better. ...

"In spite of many worldwide efforts so far, we cannot predict, prevent, stop or cure this terrible disease," ... (413)

### Elsevier authors awarded 2004 Nobel Prizes

Richard Axel and Linda S. Buck received the Nobel Prize in Physiology or Medicine, Frank Wilczek, David Gross, and David Politzer won the Nobel Prize in Physics, and Aaron Ciechanover, Avram Hershko and Irwin Rose shared the Nobel Prize in Chemistry. ... (415)

### Help has arrived for publishing editors

Publishing editors can now use a new introductory CD-ROM to inform journal editors about the Elsevier Editorial System (EES).

The CD-ROM, entitled, "Elsevier Editorial System: A Demonstration for Journal Editors and Editorial Offices", is a pre-training introductory tool for journal editors designed to encourage familiarisation with the concept of EES and the benefits and features of the system. ... (415)

### Amsterdam staff raise over EUR 2,000 at charity run

Employees who took part in last month's "dam tot damloop", a 16 km run in the Netherlands, raised EUR 2,322 for several charities.

Arie Jongejan, CEO, S&T, Elsevier ... were among the participants. Arie was the quickest from Elsevier, crossing the line after only 65 minutes (the overall winner this time ran the course in 45:59 minutes).

"While somewhat disappointed not to break the hour mark, I enjoyed the run immensely," says Arie. "The supporters always bring a festival

atmosphere to the event, which is great for all involved."

The dam tot damloop is an annual run from the centre of Amsterdam to Zaandam, a neighbouring town. Approximately 30,000 participants took part this year, including a number of top athletes. The run typically attracts between 100,000 and 200,000 spectators. The money raised went to Oxfam Netherlands, the World Wildlife Fund, the Dutch Heart Foundation, and Lezen en Schrijven – an Elsevier-supported charity that helps illiterate people learn to read and write. (415)

### Elsevier authors awarded Nobel Prize in Economics

Edward C. Prescott and Finn Kydland have been awarded The Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel 2004....(416)

### RE Cares on wheels

ScienceDirect and Bibliographic Databases (SDBD) have donated their fleet of bicycles to RE Cares, to provide volunteers with transport to schools.

Before the recent move to the new building in Amsterdam, SDBD were spread across several locations and needed the bicycles to travel between buildings. Now, the RE Cares volunteers can easily travel to the schools benefiting from the programme, though perhaps not with the hairstyle with which they left the office. ... (416)

### New project targets customer service

In order to improve customer satisfaction ratings, Elsevier recently embarked on the Customer Service Focus (CSF) programme.

Customer satisfaction research reported in 2003 indicated that Elsevier is typically rated above average for customer service, but not best in class. Findings across different types of customers varied...

Lastly, there is an organisational culture issue – perceptions of Elsevier are not always favourable .... (417)

### Scopus debuts in London today

The wait for Scopus, Elsevier's highly-anticipated abstracting and indexing (A&I) database, is over. Scopus is being launched today at the Science Museum in London in the presence of many development partners, potential customers and top scientists. Elsevier Today spoke to Eefke Smit, Managing Director, ScienceDirect & Bibliographic

Databases and a Scopus Pioneer, ahead of the launch ...

ET: "What do you think the launch means for the company?"

ES: "It's a major milestone for Elsevier, in that it marks a new strategic direction. We are moving further into the space of workflow solutions for researchers. With products like this we can really improve the efficiency of research. ... (418)

## New Elsevier HQ officially opened

Princess Laurentien of the Netherlands officially opened the new Reed Elsevier building in Amsterdam last week.



Morris Tabaksblat KBE, Chairman, Reed Elsevier greets Princess Laurentien in the foyer of the new building

During an afternoon ceremony, the Princess gave a speech entitled "Should we care about literacy", tying self-esteem, democracy, well-being and confidence to the four Reed Elsevier divisions. The Princess has been involved in literacy issues for a number of years, and is the Chair of the Stichting Lezen & Schrijven (Reading and Writing Foundation), which was founded earlier this year.

After her speech, the Princess joined children and volunteers from the RE Cares Amsterdam Reading Programme to symbolically plant a fully-grown elm tree, which is the main symbol in the Elsevier logo. Princess Laurentien then went on a tour of the top floor of the building before joining staff in the restaurant to toast the opening.

The Princess was greeted by Reed Elsevier Chairman, Morris Tabaksblat KBE, and was introduced to board members: Erik Engstrom, CEO, Elsevier and Gerard van de Aast, CEO, Reed Business Group.

The new building unites 1,700 employees who previously had to contend with the restrictions inherent in being scattered across several different locations. In his opening speech, Mr. Tabaksblat explained the principle advantage of the move to the new building, "The fact that our Amsterdam employees are now all in one location will undoubtedly support, indeed strengthen boundarylessness, one of our corporate values, by encouraging people to work collaboratively across business units, hierarchy and functions."

The building was constructed with the environment in mind. It has energy efficient climate control, movement sensors to control lights and a semi-cascade dishwasher bringing savings for both soap and energy. The move started at the beginning of September and everybody is now settled into the

new premises. Facilities at the site include a restaurant with bar, a fitness centre with showers, underground parking, and a real-time collaboration room that has a live connection between Amsterdam, New York and London - 24 hours a day.

For Princess Laurentien's speech: the Dutch Royal Household's website – (419)

## Interview with Erik Engstrom

Erik Engstrom took over the position of Elsevier CEO in August. In addition to working in his office in Amsterdam, Erik has been visiting our people in other offices. Since Elsevier has more than 70 offices worldwide, he has been very busy. *Elsevier Today* took the opportunity to knock on his door on the 23rd floor in the new Amsterdam building.

ET: "How are you finding working in Amsterdam?"

EE: "I certainly arrived at the right time. I've been lucky enough to move into a new building, meet royalty and witness the launch of a major new product, Scopus - practically within the same week! It's good to see that the Amsterdam departments are now under one roof - this enhances our open, straightforward and collaborative working environment, and it also makes it much easier for me to get to know the company."

ET: "And the company as a whole?"

EE: "It's still early days, but I'm very encouraged with what I see, particularly the way we are dealing with some of the issues we are facing. For example, when I first arrived in August, there was a great deal of concern about Elsevier's image in the market with respect to customer satisfaction. The Customer Service Focus Project is now getting into full swing, and we are going in the right direction."

ET: "Where have you visited so far?"

EE: "I've been to London, New York, Philadelphia and Oxford several times."

ET: "What's next?"

EE: "I'm going to spend time getting close to editors, authors and customers. I've just been to two editors' conferences, which I found very useful. I'm meeting with more editors and several librarians in the United States this week. There is still much to do, but I am very much looking forward to it!"

## Introducing the Amsterdam office

The newly built Amsterdam office, which is next to Sloterdijk train station – one stop away from Schiphol International Airport – is home to approximately 1,700 staff from Elsevier Science & Technology, Health Sciences (including Excerpta Medica), and also Reed Business Information, LexisNexis and Harcourt.

The Elsevier Board is based in Amsterdam, along with the main businesses: Publishing, Sales,

Finance and Production (books and journals). The office also houses some of Elsevier's main online products such as ScienceDirect, Scopus and Scirus. Other departments include Market Development (The Elsevier Website, Non Solus and Elsevier Today), Strategy, Legal, Facilities, Human Resources and many other support units. In short, the Amsterdam office represents a cross-section of the company. (420)



*One of the many views from the new building*



*The new Reed Elsevier building in Amsterdam*

### **Excerpta Medica**

Excerpta Medica, a global communications agency founded over 50 years ago, is part of Health Sciences. They specialise in the creation and implementation of strategic, marketing and communications programmes for pharmaceutical products during different stages of the product lifecycle. Their multidisciplinary approach ensures they can offer customers the required expertise at all levels of communication. ... (420)

### **Reed Elsevier Cares**

One of RE Cares main activities in Amsterdam is the reading programme, which aims to assist seven and eight-year-olds with their Dutch.

Throughout the school year, eight volunteers take turns to read to one or two children for half an hour at the Narcis Querido school. Sila Raghoebarsing, Deputy Headmaster, explains, "Working with the volunteers is a nice change for the children and they are very enthusiastic about it. We appreciate every contribution that can lead to the development of our children and we are very grateful to Elsevier for their support."

David van Rossem who is now volunteering at the school for a second year gives an insight into the programme: "It's great to see the progress the children can make throughout the year. Many of their parents are non-Dutch speaking immigrants, so they don't get extra help at home. Our one-on-one tutoring helps to make up for this, and two hours per month is a small effort to make." (420)

### **Is this our most valued author?**

At the age of 95, Peter Drucker has just published his latest work – *The Daily Drucker: 366 Days of*

*Insight and Motivation for Getting the Rights Things Done.*

Peter published his first work with Heinemann (now Butterworth Heinemann/Elsevier) in 1939. For those who don't know his name, he is a European by birth and lived in London for a time, working in a bank, before moving to the US in 1937, where he worked as an economist in the banking sector. He then began an academic and consulting career at New York University where he was Professor of Management, before moving to his current position as Clarke Professor of Social Science at Claremont Graduate School in California.

"Peter has published 34 books over 65 years and one of his (and our) proud boasts is that he has never published with another European publisher!" explains Kathryn Grant, Publishing Director, Business Division, Butterworth Heinemann/Elsevier. "It's difficult to estimate total sales of his books over the years but conservatively they must amount to over two million copies." (421)

### **Customers to benefit from department merger**

*In order to increase support to customers, the Science & Technology Internal Editorial Offices have merged with the Production departments to create the New Editorial-Production department (NEPO).*

"We anticipate that the new organisational structure will offer an improved, 'simplified' and integrated interface between Publishing and NEPO, enhancing service and support to our editors, authors and reviewers," says Martin Tanke, Managing Director, Life Sciences /Chemistry and Elsevier Editorial Services (EES) Sponsor.

All current roles in the Internal Editorial Offices and Production teams will be merged into three new roles: the Journal Manager (JM), the Journal Administrator (JA) and the Local Supplier Manager (LSM), integrating the responsibility from pre-accept article submission to publication. ... (423)

### **Arie Jongejan leaves Elsevier**

[Elsevier Today would like to say farewell to Arie Jongejan, CEO, Science & Technology, who announced his departure on 13 December to pursue other interests.](#)

Since joining Elsevier in 1981, Arie has been at the forefront of many changes to the company. In a message sent to staff on Monday, Arie explained, "I have seen scientific publishing evolve from a fairly predictable print-only business to the present highly competitive, truly market-facing and predominantly electronic business – and I'm proud to have been a part of it. In those early years, who could have dreamed of ScienceDirect, of Scopus, of EES, of our expansion in China, of X-Pharm, of all

these sophisticated products and services that we currently have? Well, actually: we did dream about them and not only that, we made them happen!”

Arie’s influence has not been restricted to the company. During his time with Elsevier, he has shown great commitment to others through his support of the Dam tot Dam Loop charity run and involvement in Elsevier Foundation activities such as the donation to Biblonef South Africa, where he met personally with children from a small township near Cape Town. It is perhaps not surprising then, that his final comment puts emphasis on the importance of the people: “One thing, however, has remained during all these years: ‘Publishing is people’s business’, to quote one of my predecessors. And that’s what it is and that’s what it, hopefully, will remain.” (424)



#### **David Bousfield rides for Leprosy Relief**

Since 1999, David Bousfield, a Publishing Director based in the Holborn (London) office, has completed five sponsored bike rides to raise money for LEPROA, the British leprosy relief fund, through RE Cares. To date, he has raised GBP 48,000, cycling over 1,800 miles in Brazil, Madagascar, Nepal and India.

The bike rides were not without incident. Cycling across difficult terrain in Nepal and Madagascar, David injured himself quite badly.

“The Nepal ride started with an airlift to the top of a mountain near Tapeljung in North Eastern Nepal and ended in Biritnagar close to the border with India,” explains David. “The roads were extremely steep and rough – parts were inaccessible even to four-wheel drive vehicles. I came off when I hit a rut at a bad angle and the chain ring went into my calf [the oil leaves a mark called a chain ring tattoo] – I bled for an afternoon then got back on my bike.” In Madagascar, despite having reconstructive surgery on his elbow, this intrepid mountain biker finished the last 70 km one-handed!

David’s last trip was in Orissa/Uttar Pradesh States India last year. He plans to ride in either Pakistan or Nepal next year. (425)

#### **Amsterdam initiatives**

##### **Duinrell**

In September, employees from the Amsterdam office spent the day at the Duinrell theme park as part of RE Cares Month. Eighteen volunteers accompanied a group of 28 handicapped children. “The day was a great success,” says Ilma Aaftink. “Both children and staff from the care centres were really grateful for our help and the volunteers considered this a very worthwhile event.”

##### **10 year anniversary KDC De Boei**

In October, over 20 Amsterdam employees helped KDC De Boei, a local day-care centre for mentally handicapped children, celebrate its 10-year anniversary. They helped with various children’s games.

##### **Dam tot damloop**

Amsterdam employees take part every year in the dam tot damloop, a local charity run (see Elsevier Today issue 415). This year the number of participants doubled and the total amount of money donated to charities was EUR 4,521 (donations from sponsors were matched by Elsevier CEO, Erik Engstrom). (425)

#### **highlight**

##### **Elsevier today**

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