



**Journal of Number Theory** includes a YouTube channel. Authors published in the *Journal of Number Theory* are encouraged to supplement their articles with video abstracts.

With its focus on sophisticated mathematical principles, the *Journal of Number Theory* may seem like an unusual choice for YouTube broadcasts. Yet the initiative to feature scholars published in the journal has already generated 7,000 channel views and drawn the attention of leading mathematicians. ...

... believe the broadcasting of scholars on YouTube could eventually be picked up by other publishing groups within Elsevier and evolve into an industry trend.

“I like to think of the video abstract as the Model T of video,” ... “With math, it’s guys talking about their papers and ideas, but imagine if you had a video of Thomas Edison discussing his paper on the light bulb – or Einstein presenting his paper on relativity. Well, it’s today’s equivalent that we’re working towards.” (605)

### **Elsevier releases definitive Niels Bohr collection**

*40 years in the making, Nobel Laureate’s collected writings document contributions to science and active political life*

During his lifetime, Danish physicist Niels Bohr contributed significantly to the understanding of atomic structure and quantum mechanics. He won the 1922 Nobel Prize in Physics and participated in the Manhattan Project to develop the atomic bomb – his involvement inspiring the 2000 Tony Award-winning play *Copenhagen*. ...

With the release of the new edition of the *Niels Bohr Collected Works*, a complete and comprehensive collection of his writings is available for the first time. The

13-volume print edition has been released in print and on ScienceDirect.

With this new set, readers can also learn about Bohr’s political life. “He was deeply involved in politics,” Donna said. “He tried to convince Roosevelt and Churchill to inform Stalin of their plans for the atomic bomb because he believed that failure to inform Stalin would nourish the suspicion existing between nations before the alliance against Hitler. For his efforts, he was rewarded the 1957 Atoms for Peace prize. Even today, 51 years later, peace movements throughout the world understand Bohr’s thoughts.” (605)

### **Canine aggression: breeds apart?**

For any prospective dog owner, finding the right breed can make the difference between a lovely walk in the park to a bad day at the pound.

...

In general, the highest rates of human-directed aggression were found in smaller breeds. Breeds with the most aggression (bites or bite attempts) towards humans included Dachshunds, Chihuahuas and Jack Russell Terriers (toward strangers and owners); Australian Cattle Dogs (toward strangers); and American Cocker Spaniels and Beagles (toward owners). More than 20% of Akitas, Jack Russell Terriers and Pit Bull Terriers were reported as displaying serious aggression toward unfamiliar dogs.

Golden Retrievers, Labrador Retrievers, Bernese Mountain Dogs, Brittany Spaniels, Greyhounds and Whippets were the least aggressive towards both humans and dogs. (606)

### **Reed Elsevier aims to change climate for the better**

*Carbon emissions study helps Reed Elsevier analyse its environmental impact and educate its readers*

Reed Elsevier and its businesses have a direct impact on the environment, mainly through the use of energy and water, the generation of waste and through business travel. In addition, we affect the environment in our supply chain, through paper use, transportation and print and production technologies.

Reed Elsevier aims to reduce its own carbon emissions 10% by 2010 from 2003 levels. RE is also working to identify supply chain emissions particularly in the production of our products and services. ...

There have been a number of valuable outcomes from the project. Reed Elsevier has been able to identify strategies to reduce specific production impacts at several of our sites. In addition, RE is taking advantage of the opportunity to educate its readers about how their behaviour affects the carbon footprint. As a result, RE is looking to develop a tool for journal websites that will show readers how time spent reading onscreen and printing behaviour impacts the environment.

“End-users do have a big effect on the carbon footprint,” ... “We can’t control them, but we certainly can inform them.” (607)



Elsevier research helps inform and raise awareness

*Patient communities find value in Elsevier journals*

...Fortunately, Elsevier grants nonprofit patient groups permission to post articles on their website without paying a copyright permission fee...

“It improves the readership and prestige of the journal, and it can make a real difference for charities or educational

groups to have a scientific article backing up their points.”... (608)

### **Elsevier Flash: science in the news**

*Consumer behaviour shows that the perfect price ends in a 9*

What is the perfect price that will get consumers to buy? The current issue of Elsevier’s *International Journal of Hospitality Management* features a new study that tests the effect of pricing on consumer behaviour. ...

The study concluded that patrons show a greater likelihood of choosing a menu item that is priced with a “9” ending than with a “0” ending, especially when the “9” ending prices are offered alongside items with “0” ending prices. The authors also suggest that the preference for the “9” ending prices is not only explained by the last two digits, “.99,” but by the change in the left-most digit from “8” to “7.”

*Men are more likely to lose weight in workplace programmes*

It is estimated that nearly 115 million people worldwide are overweight or obese. For men in particular, excess weight can lead to fat-related cancers, hypertension, diabetes and a range of other health risks. In Elsevier’s *Journal of Men’s Health*, a new study follows a group of 10 men... The study reveals a growing feeling of momentum and motivation among the men that related to the fact that the programme took place at work. All of the interviewed participants felt that having sessions in the workplace during work time was a crucial factor in their decision to attend. Many agreed that if the programme was not available at work, they would have been unlikely to seek help elsewhere. (608)

### **Elsevier’s strategic priorities**

*This is the first in a series about our six strategic priorities. We are taking an in-depth look at what they mean and how they’re shaping our future.*

1. Build world-class content: Provide world-leading content, be the best home

for scientific and medical authors and editors.

2. Get closer to our customers.
3. Deliver productivity-enhancing online solutions.
4. Focus on high-growth segments.
5. Drive organisational efficiencies.
6. Invest in our people.

**‘The foundation of everything we do’**  
*Even as our customers’ information needs change, world-class content remains the core of our business*

In an era when professionals are bombarded with all kinds of information, they have an overriding need for quality information. That demand for “world-class content” drives everything we do at Elsevier. ... (609)

### **Famous publications, groundbreaking research**

*1823* The Lancet was founded by Thomas Wakely. This leading-edge journal has broken stories about the discovery of penicillin and HIV transmission.

*1858* The publication of Gray’s Anatomy was a landmark for the study of medicine.

*1900* The W.B. Saunders Co. published Dorland’s Illustrated Medical Dictionary, now in its 31st edition.

*1923* Le Corbusier’s Towards a New Architecture spurred the development of modern architectural thinking.

*1937* An article in Fuel in Science and Practice provided early insight into the debate on the impact of fossil-fuel combustion on the environment.

*1939* Peter Drucker’s book Management: Tasks, Responsibilities, Practices was included in the list of 100 books that shaped the 20th century.

*1946* Butterworth-Heinemann published a book, edited by Sir Alexander Fleming, about a revolutionary new antibiotic, Penicillin: Its Practical Application.

*1947* Elsevier introduced the first international journal for biochemistry and biophysics – Biochimica et Biophysica Acta (BBA) – among the top 20 most cited science journals.

*1948* The W.B. Saunders Co. authorised a small first printing (25,000 copies) of The

Kinsey Report, which sold out within two days.

*1951* An article in Biochimica et Biophysica Acta spurred research that led to the discovery of the DNA structure.

*1961* The Lancet provided the first published signal that thalidomide was linked to birth defects.

*1972* The article “Expectations and the Neutrality of Money” in the Journal of Economic Theory earned author Robert E. Lucas a Nobel Prize in Economics.

*1981* Mosby nursing author Donna Wong, PhD., RN, co-developed the Wong-Baker FACES Pain Rating Scale, used worldwide to assess the pain of children.

*1989* Netter’s Atlas of Human Anatomy published in its first edition. It has since trained more than 1 million medical and health-science students.

*1993* When the 10-volume Encyclopedia of Language and Linguistics was published, it was hailed as the most comprehensive and ambitious work of its kind.

*2000* Eric Kandel won the Nobel Prize for his work on mechanisms of learning and memory in Aplysia, much of which was published in Cell and Neuron.

*2007* An article in Cell provided a groundbreaking recipe for transforming adult human skin cells into cells that resemble embryonic stem cells. (609)

### **Green publications bolster accelerated growth strategy**

*Environmental journals and books are flourishing in a growing market*

With the far-reaching effects of climate change, environmental science publishing has rapidly evolved into an important area of business. Elsevier stands at the forefront of this industry, producing over 300 environmental publications that are used by researchers, corporations and policymakers.

The addition of several journals to the energy portfolio and the continued publication of key environmental science books are tied to Science & Technology’s Accelerated Growth strategy.

In 2007, the renewable energy journal portfolio grew by 13.3 percent from the previous year – more than double that of the overall business.... (610)

Elsevier Flash: science in the news  
*Don't want your partner to stray? Then romance is a must*

There are a number of benefits to maintaining a long-term relationship, but staying together can take work, especially when faced with sexy, attractive alternatives. So how do you keep your eyes from wandering?

A new study in Elsevier's *Evolution and Human Behavior* says keeping the romance alive is key. Not only will it keep the sparks flying, but feelings of romantic love are associated with the release of oxytocin – a hormone designed to facilitate social bonding in humans....

Findings revealed that when the participants were primed with thoughts and feelings of love for their partner, they reduced their attention to attractive alternatives at an automatic stage of visual processing – their attention was repelled, rather than captured, by attractive alternatives. Romantic love for a current partner, therefore, may inhibit the basic perceptual processing of attractive relationship alternatives. In this sense, love truly does appear to be blind. (610)

### **Health Sciences works to standardise web analytics**

*Teams throughout Elsevier study web traffic to understand how customers use their sites*

With a rapidly expanding online business, Elsevier is using web analytics to develop better sites for its customers. ...

#### Why web analytics?

These applications let you observe how visitors use your website. With NetInsight, you can:

- See which areas on your site are used the most
- See how visitors navigate through the site

- See what content is viewed by visitors from different sources.
- View by marketing campaign
- See where people are when they access your site
- Locate your most valuable sources of traffic (for example, Google searches, the Elsevier Linking Hub, blogs)
- See where visitors drop off in multi-step processes

#### Who benefits?

##### *Product teams*

- Create superior products
- Meet company goals

##### *Editorial staff*

- Get feedback from users
- Feature the right content

##### *Marketing and sales groups*

- Understand customer usage
- Find out if marketing is driving desired behavior
- Test different offers

##### *Customers*

- A better user experience
- More relevant content
- More compelling offers

(612)

### **Grape product decreases risk factors for heart disease**

With cardiovascular disease being the leading cause of morbidity and mortality in the Western world, great focus is placed on ways to decrease risk....(612)

### **Elsevier's strategic priorities**

**Get closer to our customers.**

**Our customers hold the answers**

*The drive to get closer to our customers informs all aspects of our work*

If providing world-class content is our foundation, getting closer to our customers is how we ensure that our content is relevant and adds value to their work.

This priority relates to everything we do at Elsevier, from how we work together to the way we develop new products and market them. We aspire to put the customer at the center of everything we do.

...

### Customer service

...Elsevier has 350 employees in Global Customer Service. They work in Customer Contact Centres in St. Louis, San Diego, Orlando, New York, Oxford, Amsterdam, Shannon, Singapore and Tokyo. The sheer volume of customers they deal with – 3 million a year via phone and email – points to the critical nature of their work. ... “The emergence of the Internet has fundamentally changed the rules for service and support,” ... “Customers expect perfect execution: ‘We want it all and we want it now.’” ...



### Elsevier plays role in world’s biggest experiment

*Physics journals on short list to publish Large Hadron Collider articles*

People around the world know it as the experiment that simulates the conditions of the Big Bang that brought our universe into existence. Physicists say it could heal the breach between two great theories of physics – quantum mechanics and general relativity – and change the way we think of the workings of the universe.

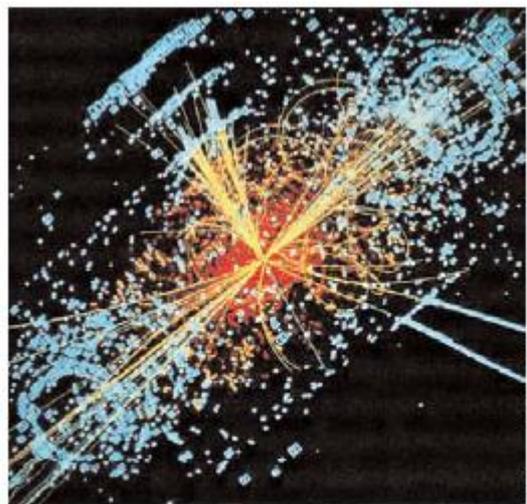
Global attention has been drawn to a series of experiments taking place inside the Large Hadron Collider (LHC), a ring with a circumference of 27 kilometres (17 miles) underneath the Franco-Swiss border near Geneva, Switzerland.

And Elsevier is helping to make the findings known to all who have interest. The LHC was built by the European Organization for Nuclear Research (CERN) in collaboration with over 8,000 physicists from 85 countries and hundreds of universities and laboratories. Protons whip around it at nearly the speed of light.

The machine itself cost 5 billion Swiss Francs (about \$4.5 billion USD), and the four particle-detection experiments to be carried out will cost another 5 billion.

The experiments aim to discover the Higgs Boson, a fundamental subatomic particle thought to exist but never before observed. If it’s found, subsequent experiments could set the stage for fundamental advances in physics. “The LHC experiments will contribute to leading-edge information that will influence society to the extent of CERN’s invention of the World Wide Web,” said Diddel Francissen, Publisher, Nuclear & High Energy Physics.

Because of the scale of the effort, and to reflect our long-standing involvement in the field, Elsevier will make any initial experimental results submitted to Physics Letters B and Nuclear Physics B available through its sponsored-access option at no cost. ... (617)



A simulation event featuring the appearance of a Higgs Boson.

#### highlight

#### Elsevier today

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

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