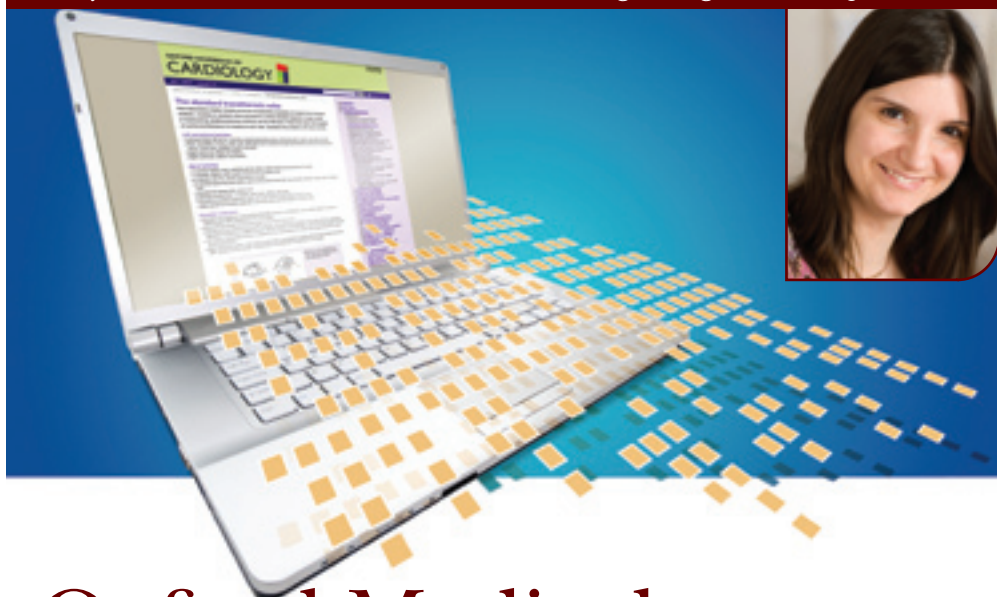


UPDATE

FOR LIBRARIANS

Kirsty Luff | Senior Communications and Marketing Manager | Oxford Journals



Oxford Medical Handbooks go online

The *Oxford Handbook of Clinical Medicine*, along with 12 other *Oxford Handbooks*, will be available online by Spring 2009. Kirsty Luff talks to Mark Knowles, OUP editor of the Handbooks, about this exciting development and what it means for librarians and their users.



Mark, why are the Handbooks so popular with medics?

When the *Oxford Handbook of Clinical Medicine* (also called "OHCM" and the "Cheese and Onion", because of its distinctive cover colours) was first published way back in 1985, medicine was taught in a very traditional way; the Handbook was a radical departure from standard textbooks, being based on tried-and-tested lecture and pocket notes. To begin with, some medical schools resisted it, feeling that it made becoming a competent and successful medic too easy for students. Despite that, OHCM was a runaway success. It, and the

continued...

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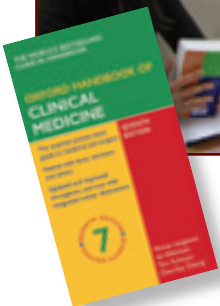
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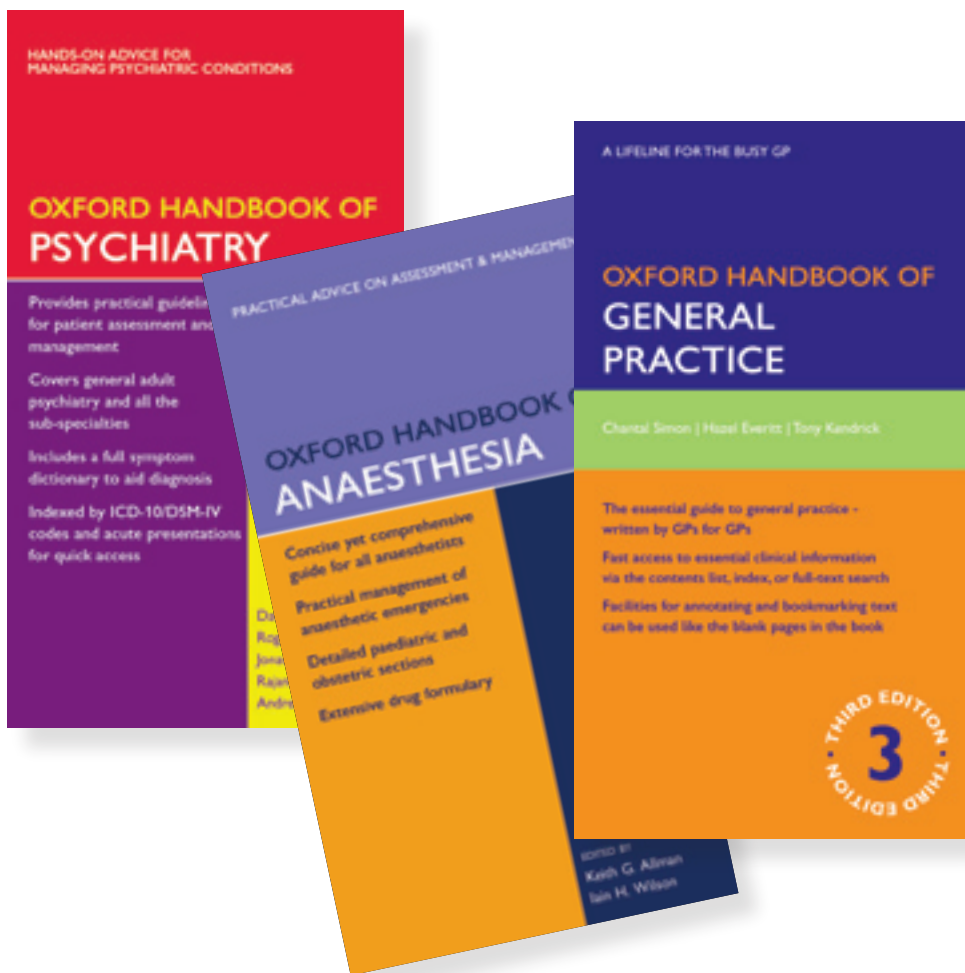
If you have any news that we could cover in this newsletter or suggestions for items that we could include, please contact:

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Tel: 01865 354206



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series, are now immensely popular with trainee and junior doctors the world over. We are told that OHCM is notorious in some places as the book most likely to be “borrowed without permission” from the doctor’s ready room! Fortunately, doctors and students know that they need their own, and to date it has sold over a million copies.

The next Handbook to be published was the *Oxford Handbook of Clinical Specialties*, aimed at recently qualified doctors in the early years of their career. We now have a book covering virtually every medical specialty, and quite a few cross-specialty books on topics like clinical skills, and evidence-based medicine.

Each Handbook follows a similar format. Navigating to the precise information needed is made easy by colour coding, heavily structured text, and a comprehensive index. Readers appreciate the snippets of philosophy, poetry, and the light-hearted moments that make *OHCM* unique, and which has given the series an ethos which emphasises the human face of medicine.

Why make these successful books available online?

Across the Handbooks series, we sell around 200,000 copies every year. They’re clear market leaders in the UK, and increasingly, worldwide. To build on this popularity in print, we aim to provide readers with online access to the

Handbook content they need, whenever they need it, wherever they are. Our content is already available for PDAs and will soon be for phones, and now we’ll be able to offer them online as well. The medical profession, as a whole, is highly IT literate, and making the books available online via libraries suddenly makes the books accessible in a large number of library, ward, office, and home settings where previously access may have been limited.

While some readers will continue to rely on their print copies, we anticipate that others will prefer the online versions. Many will take advantage of the multiple formats available to them and use a combination. There will be many advantages to using the books online, but an immediate advantage will be that users can search across all the Handbooks, and eventually over a bigger range of book content from Oxford.

What other functionality will users – and librarians – benefit from?

The Handbooks will be hosted alongside our journals on the HighWire platform, so users will benefit from cross-searching and linking to other content on the platform, as well as standard HighWire functionality such as RSS feeds. Librarians will be able to download COUNTER-compliant usage statistics, which will help with their purchasing and renewal decisions.

How are these Handbooks going to be sold?

The first 13 online Oxford Handbooks will be sold as a package on subscription. New editions of each Handbook, published every three or four years, will completely replace the older edition. Libraries will need to maintain a subscription to the whole collection in order to continue to access the content. Pricing will be based on the size and type of institution. Free trials of the Oxford Handbook Collection will be available from April 2009 onwards.

What is the timescale?

The initial package of Oxford Handbooks will be available online from April 2009, which is when the three month free trials begin. Then, we aim to have the remaining 50 or so titles online in 2010. ■

Available online in 2009

Oxford Handbook of Anaesthesia 2e	Oxford Handbook of Neurology
Oxford Handbook of Cardiology	Oxford Handbook of Obstetrics and Gynaecology 2e
Oxford Handbook of Clinical Medicine 7e	Oxford Handbook of Oncology 2e
Oxford Handbook of Dialysis 3e	Oxford Handbook of Psychiatry 2e
Oxford Handbook of General Practice 3e	Oxford Handbook of Public Health Practice 2e
Oxford Handbook of Geriatric Medicine	Oxford Handbook of Rheumatology 2e
Oxford Handbook of Nephrology and Hypertension	

Register now

For your free trial to the Oxford Handbook Collection, please email: library.marketing@oxfordjournals.org



We're getting greener!

Genny Early | Head of Purchasing & Distribution | Oxford Journals

In 2009 Oxford Journals will be taking steps to minimize our environmental impact by using paper from sustainably managed forests and using biodegradable wrappers, as Genny Early explains.

Ethical paper purchasing

From 2009 our journals will be printed using paper certified by the Forest Stewardship Council Scheme (FSC) and the Programme for the Endorsement of Forest Certification Schemes (PEFC), where available. In the US paper certified by the FSC and the Sustainable Forestry Initiative (SFI) will be used. All printers used by Oxford Journals are certified by the relevant bodies.

The FSC is a non-profit organisation founded in 1993 and key supporters include Greenpeace, World Wildlife Fund, many indigenous peoples' organisations, timber traders and retailers, and members of printing industries worldwide. Using FSC-certified paper indicates that businesses comply with the highest social and environmental practices, supporting the world's forests and timber resources. The FSC supports forests, ensuring they are conserved for future generations. It tracks certified material from the forest through the production process all the way to the point of sale.

The PEFC Council (Programme for the Endorsement of Forest Certification Schemes) is a non-profit organisation founded in 1999 which promotes sustainably managed forests through independent

third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

For more information about FSC and PEFC please visit www.fsc.org and www.pefc.org.

Biodegradable or no wrappers

Biodegradable wrappers will be used for mailing all journals, where available. Where it is possible, we will use no wrappers at all. This year we started mailing some of our life science journals to libraries in the US with no wrappers, and the feedback we received from customers was generally positive. In the future, we hope to expand this pilot project in consultation with our library customers. ■

For a full statement of Oxford Journals' environmental and ethical policies, please go to www.oxfordjournals.org/ethicalpolicies.html

Cathy Kennedy | Senior Publisher | Oxford Journals

COPE helps journals raise ethical standards



Many of our journals are members of the Committee of Publication Ethics or COPE, a public indicator of their commitment to ensuring the quality and integrity of research and how it is reported.

COPE is a UK-registered charity concerned with the integrity of peer-reviewed publications in science, particularly biomedicine. It provides a forum for publishers and editors of scientific journals to discuss a range of issues relating to the integrity of the work submitted to or published in their journals, including conflicts of interest, falsification and fabrication of data, plagiarism, unethical experimentation, inadequate subject consent, and authorship disputes.

COPE holds regular Forum meetings that are open to all members. Members may submit real (anonymous) cases concerning scientific ethics for advice and discussion at these meetings. COPE also hosts an invaluable website that makes available, free of charge:

- Flowcharts on how to handle the more common publication misconduct problems;

- Guidelines on journal management for learned Societies, and on obtaining ethical approval and handling author disputes for Editors;
- Accounts of case histories presented and advice given at the COPE Forum.

Around 50 journals published by Oxford Journals, many owned by learned societies, are now COPE members. Researchers and other interested parties who would like to know whether one of our journals has signed up to COPE should visit the home page of that particular journal. ■

For further information on COPE please visit <http://publicationethics.org/about>.

Oxford Journals benefits from HighWire's new e-publishing platform

HighWire Press has recently launched a new publishing platform that will give Oxford Journals the opportunity to experiment with different types of content, interfaces, tools, and business models. Director of HighWire Press, John Sack, explains how these changes will effect the way library users interact with scholarly content.



John Sack | Director | HighWire Press

The journal is (and always has been) a conversation. But this conversation is now occurring through the internet, in social networks, blogs, through tagging and folksonomies, with application-building tools, and more. H2O is built for Publisher 2.0, the publisher of the future: a publisher who wants to be able to be in the middle of, to be present throughout the conversation.

In its infancy, the Internet was a tool for one-way information dissemination. As its grown up, however, it has become a tool for collaborative networking. Today's internet users expect to be able to comment, edit, share, collaborate, tag, and respond to what they are reading or seeing online. Increasingly, users also expect to be able to see what other users are doing and use that information in different ways. They are also accessing information through new and evolving channels, platforms, and devices.

Scholarly publishing needs to adapt and respond quickly to this rapidly changing online landscape. Offering the most highly vetted and valuable content online will not be enough for the next generation of users. Publishers' websites need to provide the interactivity that users are coming to expect. Failure to adapt will leave scholarly publishers increasingly marginalized, their content eddying in a backwater of the online world. There will be lost opportunities in terms of gaining mindshare, creating online community and loyalty, and increasing the visibility and the value of this high-impact content.

With these shifts in mind, HighWire rebuilt its e-publishing platform from the ground up. The new platform, dubbed H2O, is intended to give publishers the ability and agility to maximize their offerings in this new internet environment. HighWire's solution starts with a flexible new platform that enables experimentation with different types of content, interfaces, tools, and business models. It gives publishers the opportunity to repurpose content in new ways and layer different

social media and community tools on to their sites, allowing other systems and sites to interact in new automated ways with theirs.

Some examples of how HighWire's new platform will further scholarly communication:

Help publishers extract maximum value from content – H2O can help publishers break content out of the old print models to deliver new product forms and structure, both to local users and to external sites and services. H2O supports non-journal formats and content integration and allows new opportunities for monetization to be tested.

Interface features that keep the user in context at all times

An interface today must serve the new internet reality, where most users arrive at an article page directly from a search engine and the time spent on a site is very short. Every article must act as home page, giving the user the most direct route to the desired information while preserving branding and offering relevant features and services. The content must also appear to the user wherever the user is looking for it, on a web site, a hand-held device, or data feed. ■

'Scholarly publishing needs to adapt and respond quickly to this rapidly changing online landscape... Failure to adapt will leave scholarly publishers increasingly marginalized, their content eddying in a backwater of the online world.'

Pop-up Abstracts: While browsing the table of contents, abstracts pop up as the user scrolls through the table of contents, saving time.

[Todd F. Markle, Ian J. White, Antonio C. DiPasquale, and James W. Moore](#)
Reactive Oxygen Species Special Feature: Probing concerted proton-electron transfer in photoinduced catalysis
PHOTOCHEMISTRY AND PHOTOPHYSICS: published ahead of print January 22, 2008, doi:10.1039/b712089a
Abstract • **Full Text** • **Full Text (PDF)** • **Figures Only** • **Supporting Appendix**

[Sandra M. Vail and Orlan Augustin](#)
Reactive Oxygen Species Special Feature: Inhibition of myeloperoxidase-mediated protein oxidation by tempol: Kinetics, mechanism, and implications
PHOTOCHEMISTRY AND PHOTOPHYSICS: published ahead of print May 22, 2008, doi:10.1039/b712089a
Abstract • **Full Text** • **Full Text (PDF)** • **Figures Only** • **Supporting Information**

Full text
Probing concerted proton-electron transfer in photoinduced catalysis

A series of novel substituted 4-hydroxy-2-naphthol (H2O) derivatives have been prepared and investigated using time-resolved laser flash photolysis. The general structure of all of the compounds show that the phenol and methoxy groups are close to each other and are connected by an intramolecular hydrogen bond. The reaction kinetics of these compounds under different conditions of the photoinduced proton transfer are compared with those of the parent compound, 4-hydroxy-2-naphthol. The photoinduced proton transfer is a concerted process in which the proton and electron are transferred simultaneously to generate the radical cation of the parent compound. The reaction kinetics of these compounds are compared with those of the parent compound, 4-hydroxy-2-naphthol. There is a good correlation of the reaction rate with the rate of the proton transfer. The reaction rate of the photoinduced proton transfer is faster than that of the parent compound. The substitution on the methoxy group of the 4-hydroxy-2-naphthol, as studied by varying in the 7 and 8 positions, showed that the reaction rate is affected by the substitution. There is a good correlation of the reaction rate with the rate of the proton transfer. The reaction rate of the photoinduced proton transfer is faster than that of the parent compound. The substitution on the methoxy group of the 4-hydroxy-2-naphthol, as studied by varying in the 7 and 8 positions, showed that the reaction rate is affected by the substitution.

Robert McNamee | Director of the Electronic Enlightenment | Bodleian Library

Electronic Enlightenment

– a new online resource



The *Electronic Enlightenment* Project, part of the Bodleian Library, has combined the online technologies of today with the correspondence of the great writers of the long eighteenth century to launch *Electronic Enlightenment*. Robert McNamee, director of this project, explains how this new online resource will be so valuable to researchers worldwide.

The eighteenth century witnessed an unprecedented explosion of exploration and debate, much of it carried out through an explosion of letter writing. Making this prolific and fascinating correspondence more widely accessible will enhance our understanding of the period, and in particular, the Enlightenment and its influences on our modern world.

At launch, *Electronic Enlightenment* includes over 53,000 letters from nearly six thousand correspondents, including figures like Hobbes, Hume, Locke, Rousseau, Swift, and Voltaire. These letters come from respected critical editions, published by leading scholarly and university presses collaborating with the project, and include OUP and Voltaire Foundation, as well as the university presses of Cambridge, Edinburgh and Toronto, with letters from a dozen more presses coming online over the next couple of years.

Our ambitions extended far beyond simply transferring printed works into an electronic format: the *Electronic Enlightenment* team have spent ten years working out how best to make the letters truly accessible, rather than merely available. You have to tear each text apart into all its tiny components and then reassemble it on the page so it looks to the user like something familiar. We've built in all kinds of technology to combine textual scholarship with technical scholarship.

Someone trained in traditional research methods will be reassured to find the apparatus of notes

and citations to hand. They will also discover the excitement of moving rapidly from letter to letter, tracing the genesis of great ideas; of gaining an overview of correspondence from a particular day or place; or browsing the Oxford Dictionary of National Biography.

Although *Electronic Enlightenment* is being built around a core of printed editions, it offers a flexibility that traditional publishing cannot.

‘Through its ingenious design, Electronic Enlightenment re-enacts the buzz of passionate discussions in the coffee houses of the eighteenth century: users can almost hear different voices engaging with the great issues of the day.’

The nature of letters is that they can turn up in dribs and drabs, though there are still significant unpublished collections in archives worldwide.

Thus, for example, it was inevitable that shortly after OUP published a ‘definitive’ edition of Adam Smith’s correspondence, further examples were found. Having been published in various journals, these have all been gathered together in *Electronic Enlightenment* making it the only source for an integrated view of Smith’s letters. Increasingly, this online resource will grow through ‘born digital’ publication, both of individual extra letters and

of large and significant collections. In many cases, the first and perhaps only publication will be in electronic format.

Through its ingenious design, *Electronic Enlightenment* re-enacts the buzz of passionate discussions in the coffee houses of the eighteenth century: users can almost hear different voices engaging with the great issues of the day. In its next phase of development *Electronic Enlightenment*

will be transformed into a virtual scholarly community, whose members will be encouraged to contribute their own ideas through

a ‘coffee-house’ of moderated discussion groups. Someone who rediscovers a lost reply to a letter, or can shed light on a reference, or a personal biography will be able to add them to the resource.

It goes without saying that the actual content of *Electronic Enlightenment* is fascinating. The beauty of letters, so personal in tone whatever lofty subject they are discussing, is obvious in such gems as David Hume’s letter analysing American affairs while bemoaning his indifferent health. ■

For more information, including details on how to subscribe or set up a free trial through OUP, see: www.e-enlightenment.com. *Electronic Enlightenment* is a scholarly research project of the Bodleian Library, part of the University of Oxford Humanities Division, and is available exclusively from Oxford University Press.

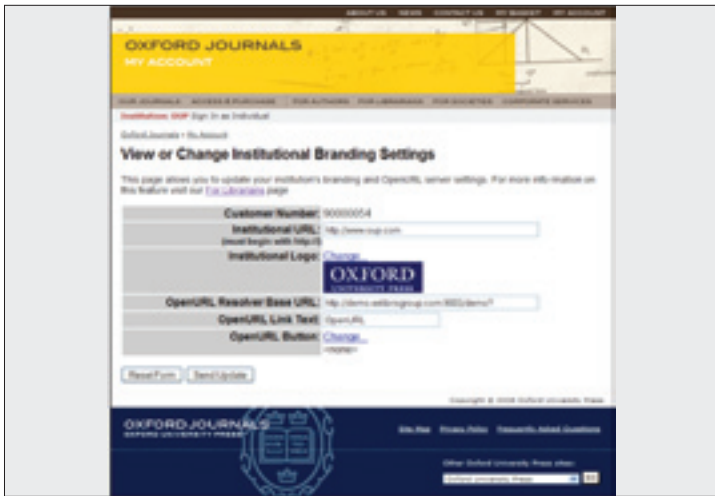
Richard O'Beirne | Online Publishing Manager | Oxford Journals



Oxford University Press is now Shibboleth-compliant

Institutions that use Shibboleth to control their online access will be pleased to know that library users in subscribing institutions can now access all the journals we publish, plus all our other online products, such as Oxford Scholarship Online and Oxford Reference Shelf, using their Shibboleth usernames and passwords.

Logos can raise awareness of subscribed content



Library users are sometimes unaware that the full text content they access via search engines has been paid for by their library. Richard O'Beirne explains how you can tackle this problem.

Adding your institution's branding to journal pages at the article level impresses on the library user that the content they are accessing is not free but has been paid for by their library, which helps to raise the profile of the library and, more specifically, its perceived value and purpose, in this increasingly online world.

You will be pleased to know that institutions can now add their own logos to our article

level pages. Log into My Account with your institutional username and password and simply follow the instructions on the View or Change Institutional Branding Settings page. Your institutional logo will appear on access controlled pages on the Oxford Journals website. Institutional administrators can also upload a graphic button for OpenURL links. ■

There are several advantages to using Shibboleth. First of all, the user does not need to be physically located in their institution to gain access to the institution's online resources. They can access these resources from wherever they are located.

Furthermore, once signed in, the user can move between different Shibboleth-enabled websites and services and be recognized by each one without having to sign in each time, known as 'single sign on'.

The key benefit, however, of 'federated authentication' – using your own institutional credentials to log in to a web service – is that it reduces the need for users to maintain multiple username and passwords, thereby removing the burden of identity management from institutional administrators.

Proponents of Shibboleth particularly like the fact that information about the user (their 'attributes') are not passed to the service the user is accessing unless their institution has authorized this information exchange.

In addition to being Shibboleth-compliant, Oxford University Press continues to be Athens-compliant, a federated authentication service, managed by Eduserv in the UK.

For more information about Shibboleth please visit:

The UK Access Management Federation

www.ukfederation.org.uk/

The Benefits of Shibboleth

<http://shibboleth.internet2.edu/benefits.html>

JISC Shibboleth animation

www.jisc.ac.uk/whatwedo/themes/accessmanagement/federation/animation

Damian Bird | Head of Library Sales | Oxford Journals

Nationwide agreements boost dissemination of the Archive



Launched in 2006, the Oxford Journals Archive can now be accessed by thousands of library users around the world. Recent agreements with two national consortia will ensure that this content is available to many more researchers.

In October 2008 Oxford Journals signed an agreement with the Deutsche Forschungsgemeinschaft (German Research Foundation or DFG), giving over 2.5 million academics, researchers, and students throughout Germany online access to the Oxford Journals Archive, comprising over 150 titles with content dating back to 1849.

DFG is the central, self governing research funding organization in Germany, serving all branches of science and the humanities by funding research projects and facilitating cooperation among researchers. DFG membership

is made up of German universities, non-university research institutions, scientific associations as well as the Academies of Science and Humanities.

In November 2008 we signed an agreement with the Institute of Scientific and Technical Information of China (ISTIC), part of the Ministry of Science & Technology of China. ISTIC represents the National Science and Technology Library (NSTL), whose members include major national level libraries and information research institutions in China. The agreement with Oxford Journals entitles all NSTL's non-commercial users to access the 2008 version of the Oxford Journals Archive, comprising over 3.4 million article pages, and over 800,000 articles. ■

Recent changes to our pricing strategy have made the Oxford Journals Archive a more competitive product for library consortia, so we urge consortia customers who do not yet have access to the Archive to get in touch with the Sales Manager for their region for a quotation (www.oxfordjournals.org/access_purchase/quote.html).

New downloadable posters available for your library



We have recently expanded the range of posters available for our library customers.

Please visit the For Librarians area of our website to download these new posters, which will help you promote the collection to your users. To request printed copies free of charge by post, please email library.marketing@oxfordjournals.org.

SEE OXFORD JOURNALS AT ...

JANUARY 2009

American Library Association
Mid Winter Meeting (ALA-Mid)
23 – 28 January, Denver, CO, USA

MARCH 2009

UKSG Annual Conference
and Exhibition
30 March – 1 April, Torquay, UK

APRIL 2009

SLA-AGC 2009
7 – 9 April, Kuwait City, Kuwait

London Bookfair
20 – 22 April, London, UK

MAY 2009

Info 2009
4 – 6 May, Tel Aviv, Israel

Warsaw International Book Fair 2009
21 – 24 May, Warsaw, Poland

JUNE 2009

CRIMEA 2009
6 – 14 June, Crimea, Ukraine

SLA 2009 Annual Conference
& INFO-EXPO
14 – 17 June, Washington, DC, USA

Japan Special Libraries Meeting
Venue & dates to be confirmed

JULY 2009

American Library Association Annual
Meeting (ALA-Annual)
9 – 15 July, Chicago, IL

AALL Annual Meeting & Conference
July 25 – 28, Washington DC, USA

AUGUST 2009

IFLA
23 – 27 August, Milan, Italy

SEPTEMBER 2009

JMLA meeting 2009
Venue & dates to be confirmed

OCTOBER 2009

Frankfurt Book Fair 2009
10 – 14 October, Frankfurt, Germany

NOVEMBER 2009

The Charleston Conference
Charleston, South Carolina, USA
4 – 7 November

EIFL – General Assembly
Venue & dates to be confirmed

Library Fair – Japan
Venue & dates to be confirmed

DECEMBER 2009

London Online
Dates to be confirmed, London, UK



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