



You're in  
**good**  
**company**  
Elsevier

# We're Elsevier.



"I think we offer the most talented staff in the publishing industry. We are truly committed to quality and customer service and we know our business well. We also offer numerous unique opportunities given our HUGE, established publishing program."

**– Diane Jones**  
Senior Marketing Manager,  
Life Sciences  
San Diego, California, USA

## You're a valuable part of our team.

As our partner in publishing we want you to know what we're all about.

Elsevier advances scholarship and improves lives as we serve over 30 million scientists, students, and health and technology professionals around the globe.

Our science and technology division produces leading titles in life sciences, physical sciences, social sciences, business management, engineering, computer science, media, and the built environment. We publish under such respected imprints as Academic Press, Architectural Press, Butterworth Heinemann, Digital Press, Focal Press, Gulf Professional Publishing, Morgan Kaufmann, Newnes, and others.

Our rich history and long-standing reputation are the result of thousands of successful partnerships between talented and dedicated authors and Elsevier staff members. This legacy continues to drive our success today.

When you work with Elsevier, you'll find a team of publishing professionals personally committed to excellence. Our staff is focused on your needs, dedicated to a spirit of collaboration, and committed to producing only the highest-quality products. Plus, you'll find we're always looking for innovative solutions, striving to give back to our local communities, and excited about making a difference in the world.



“We publish the largest collection of scientific resources and deliver them throughout the world using cutting edge technology. For example, Elsevier’s innovative ScienceDirect reaches 10 million scientists and researchers online. It features over a quarter of the world’s scientific, technical, and medical journal articles, as well as books – with a major expansion of the books program underway. As the leader in scientific publishing, we are in a unique position to help our customers build scientific insights that foster scientific breakthroughs.”

– **Juliette Goetzee**  
Senior Marketing Manager,  
ScienceDirect  
Amsterdam, Netherlands

Everyone featured in this brochure is an Elsevier employee.

# We're Focused on You



"Your book is very important to us. Therefore, as a member of the book production team, it is my goal to meet your needs and expectations by ensuring that the production process runs smoothly and we adhere to the key dates in the prepress and manufacturing process."

**– Erik Oosterwijk**  
Book Production Editor,  
Book Production Department  
Amsterdam, Netherlands

## Our success starts with you.

We see publishing from a different perspective. Yours.

Strong ideas, solid writing, and professional expertise have built the reputations of Elsevier and its imprints. Without the talents of our authors, Elsevier would not be where it is today.

Whether you're a first-time or an experienced author, we want to make the publishing process as easy as possible for you.

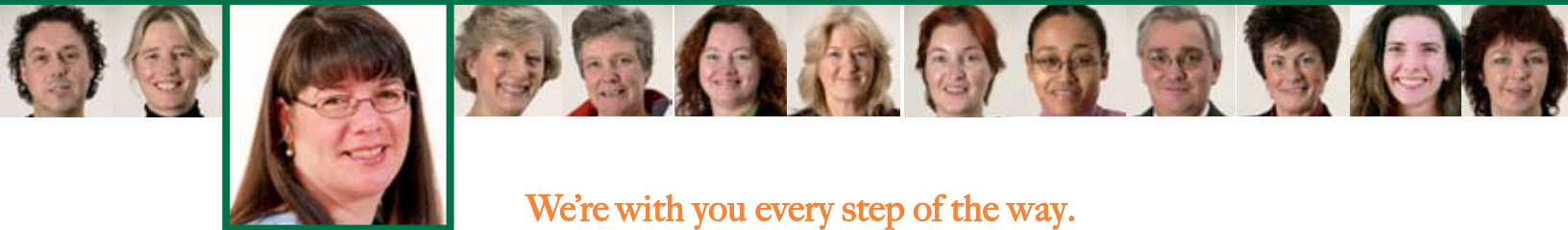
From helping you understand how the publishing process works, to giving you guidelines for developing your manuscript, to planning and establishing a schedule for your project, to giving you access to Elsevier's library of scientific, technical, and medical (STM) information, we want to make sure you have what you need to turn your vision into a published reality.



“The manuscript on my desk is the fruit of someone’s life work and often has required many sacrifices in terms of time and family life. It is my job to ensure that the author believes it was all worth it when the newly published book arrives on his or her desk.”

— **Derek Coleman**  
Developmental Editor,  
Physical Sciences Books  
Amsterdam, Netherlands

# We're about Collaboration.



## We're with you every step of the way.

“Successful partnerships are about meeting expectations – in terms of responsiveness, timeliness, professionalism, knowledge, experience, and follow-through. Communication, rapport, and delivery are key throughout the publishing experience.

My authors know they can rely on me to see their work through to successful publication, success being measured in ongoing sales, not just the printing.”

– **Nikki Levy**

Publisher,  
Life Sciences  
San Diego, California, USA

From the inception of the idea until the finished product arrives in the hands of the customer, we're dedicated to working with you to ensure a rewarding and successful publishing experience.

Our editorial staff will work closely with you to develop content, illustrations, features, and ancillaries to ensure market needs are met.

Our production staff will manage the editing, design, production, and manufacturing stages – working closely with you to ensure excellence and accuracy. They also will work closely with editorial, design, and marketing staff to create an effective and engaging interior and cover.

The sales and marketing staff will develop marketing plans for your product. They'll plan promotional efforts that may include direct mail campaigns, brochures, journal advertising, convention promotions, and websites. Our sales and marketing channels have a global reach – targeting students, instructors, researchers, practitioners, and consumers, as well as business, industry, and governmental agencies.

Your Elsevier publishing partners are skilled, highly trained professionals who have extensive knowledge of publishing and who know how to work collaboratively with authors, industry groups, government agencies, and academic institutions to ensure the highest quality outcome for you and for the professionals and students your product will serve.



“Working with authors and editors is one of the most satisfying parts of my job. As a committed professional, I proactively maintain regular contact with them, providing information about manuscript preparation, the publishing process, prompt and professional handling of queries, and prompt handling of payments.”

— **Anita Koch**

Manager Editorial Services,  
Physical Sciences  
Amsterdam, Netherlands

# We're about Quality.



## We are driven to be the best.

"Elsevier is renowned for encouraging and introducing breakthrough research and insight."

**– T.S. Venkatesh**  
Senior Sales & Marketing Manager,  
South Asia  
Science & Technology Books  
New Delhi, India

We are committed to setting and meeting the highest standards. We hold ourselves and each other accountable for outstanding results every day on every project.

As a consequence...

Elsevier continues to be the leading scientific, technical, and medical publisher.

Over the past 50 years, more than 80% of Nobel Laureates have published with Elsevier.

Our books and electronic products consistently win awards for excellence each year.

We recognize that a single idea can transform the insight and actions of many. Elsevier is dedicated to advancing the progress and application of discovery by enhancing the role of literature in the research process and in the dissemination of knowledge.

Our company's namesake, the House of Elzevier, was the original publisher of works by such luminaries as Galileo, Erasmus, and Descartes. With that proud heritage we are ever mindful that the knowledge you bring to the table today may result in the next technological or scientific revolution.



“Many authors publish time and time again with Elsevier, which goes to show that quality speaks for itself. Our books are produced to the highest possible standard and as a result stand head and shoulders above our competitors. I am a Publisher for Elsevier’s Focal Press imprint and many of our new authors say they want to publish with us because of the quality of our current list of titles. That’s something I personally am very proud of and am sure you will be too.”

— **Marie Hooper**

Publisher,  
Focal Press  
Oxford, England, UK

# We're Innovative.



## We actively support emerging areas and invest in new technologies.

"I love working for a company that values innovation highly. In editorial, we find that some of the most innovative ideas come from our authors. As an author, please don't hesitate to pick up the phone or drop a note to anyone within Elsevier with an idea or suggestion. We want to hear from you!"

**– Joanne Tracy**  
Senior Publisher,  
Focal Press  
Burlington, Massachusetts, USA

Our company history is full of examples of innovation and risk-taking in service to the advancement of knowledge.

Our namesake, the 17th century House of Elzevier, risked much to publish Galileo's *Discorsi e Dimostrazioni Matematiche, Intorno a Due Nuove Scienze* (Two New Sciences) after the work had been banned by the Inquisition in Italy.

In the 1930s, as Hitler came to power, many of the great German scientific minds fled to the Netherlands. Sensing that the exodus of all these scientists would reshape the intellectual landscape, Elsevier began translating German scientific texts into English. One of the first translated textbooks we published, in 1937, was chemist Paul Karrer's *Organic Chemistry*. Later that year, Karrer was awarded the Nobel Prize for his investigations on carotenoids, flavins, and vitamins A and B2.

In the early 1980s Elsevier encouraged and funded many small experimental electronic projects — reflecting the exploratory and scientific bent of Elsevier's core personality.

In 1997, after almost two decades of experimentation with information technology, Elsevier launched the award-winning *ScienceDirect*, a full-text online database of Elsevier's entire journal collection. In recent years, this collection has expanded to include many of our books. This has revolutionized the way information is accessed, retrieved, and shared among the global scientific community, both academic and corporate, and has led to significant advances in researcher productivity. Each month, *ScienceDirect* receives over 4 million visitors to its website.

Elsevier has always been willing to take risks, whether through publishing titles in emerging fields, entering into new areas of technology, or launching innovative products.



“We truly believe that innovation is the only way to respond to changing market needs. This is especially crucial in the book markets in which we operate. Therefore, Elsevier staff is really encouraged to put forward new ideas. As publishing is a people’s business and only committed people can create real innovations, we are given many opportunities to develop and test new ideas with our partners in the market.”

— **Peter Backx**

Publishing Director,  
Science & Technology Books  
Heidelberg, Germany

# We're Community-minded



## We're giving back to our communities and to our world.

"Last spring I joined a small group of Elsevier employees in taking a class of handicapped children to the zoo. This simple activity was a memorable event for the children as well as a touching experience for us. Elsevier expresses its commitment to the community through activities like this, its ReCares program, company-matched charitable donations, and two paid days off employees can use each year to volunteer for local charities of their choice."

**– Krista Leppiko**  
Senior Sales Representative,  
The Nordics,  
Science & Technology Books  
Tallinn, Estonia

Corporate social responsibility truly matters to Elsevier.

Over 95 of our offices throughout the world have Reed Elsevier Cares (RE Cares) programs helping their local communities – with a central focus on furthering education for disadvantaged young people and community initiatives.

Every year Elsevier offers employees an extra two days off to participate in RE Cares events and other volunteer opportunities. Thousands of our employees participate in local efforts that include such things as refurbishing schools, blood drives, mentoring school children, helping with enrichment programs for the disabled, and much more.

We're generous with our time...and with our money. Elsevier and its employees donate millions in support of local communities each year. Local RE Cares committees have organized

drives to collect funds and supplies for schools, food pantries, animal shelters, and other local charities, raised funds for pediatric cancer research, helped in the relief efforts for the South Asian tsunami and Hurricane Katrina, and more. Plus, the Elsevier Foundation awards grants for programs supporting science, health, and education initiatives and offers matching funds for individual employee charitable donations.

Elsevier also cares about our environment, with local Green Teams in over half of our offices. These teams focus on ways to make our daily business practices more environmentally friendly. From recycling and reducing paper waste to saving energy and water to working with manufacturers and suppliers with sound environmental records, Elsevier is doing its part.

Giving back to our communities, our countries, and our world is an integral part of who we are.

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“Elsevier cares. Each year Elsevier and its employees provide funds, time, and resources for diverse civic, charitable, and educational programs that benefit the communities in which we work and live. I am proud to be part of such a caring organization.”

— **Mara Vos-Sarmiento**

Developmental Editor,  
Life Sciences  
Amsterdam, Netherlands

# We're Changing the Wo



## Together, we're making a BIG difference.

"Our community is a global one, and we're committed to helping scientists in developing countries get better access to our books and journals, both directly and by working with organizations such as the Rockefeller Foundation, the World Health Organization, and the Food and Agriculture Organization, as well as through web portals such as HINARI (Health InterNetwork Access to Research Initiative) and AGORA (Access to Global Online Research in Agriculture). I'm proud to say I was closely involved in helping to get AGORA off the ground."

– **Judith Taylor**  
Senior Publisher,  
Physical Sciences  
Amsterdam, Netherlands

You have the knowledge your field needs to know. We have the staff that can put it all together and get it into the hands of those who need it most.

Every year Elsevier produces over 2,200 new titles, published internationally in 11 languages — with a total list of 20,000 products selling in 180 countries.

Together, our books and electronic resources get the most up-to-date, accurate scientific and technologic information out to millions of students and professionals around the world.

We also recognize that in some parts of the world, scientific, technical, and medical texts are desperately needed but are financially out of reach. Elsevier is making a major contribution to the well-being and development of very poor societies and individuals by partnering with Book Aid International, the Sabre Foundation, HINARI (Health InterNetwork Access to Research

Initiative), and AGORA (Access to Global Online Research in Agriculture).

Through Book Aid International (in Europe) and the Sabre Foundation (in the USA), Elsevier books are distributed to needy individuals and institutions — along with educational and technical assistance — in over 20 developing countries.

Elsevier provides ongoing support to HINARI, a program of the World Health Organization that provides institutions in developing countries free access to key health research journals.

We participate in the AGORA program, set up by the Food and Agriculture Organization of the UN, which provides developing countries access to important research in the fields of food, agriculture, environmental science, and related social sciences.

Together, we're changing the quality of life for billions around the globe.

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“I was nominated to help formulate the list for Elsevier’s 425th/125th anniversary book donation program, benefiting 10 academic libraries in developing countries. This came at a very busy time and I had difficulty scheduling the time to do it until... on a flight to Amsterdam, I sat next to a missionary who had been working 37 years in Africa. This put the whole project into perspective for me and how we could, with this initiative, make a step in the right direction toward helping development in these countries.”

— **Rosanna Ramacciotti**

Head of Sales, Europe  
Italy



ELSEVIER

Building Insights.  
Breaking Boundaries.