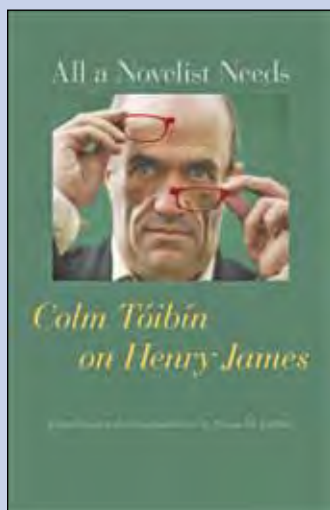
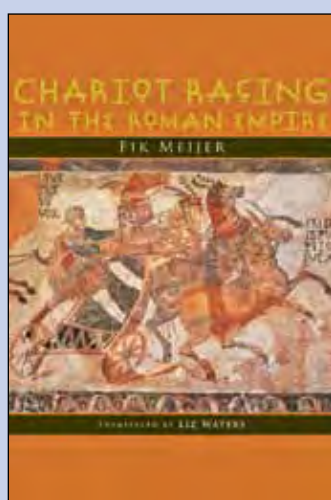


## NEWS FROM THE JOHNS HOPKINS UNIVERSITY PRESS

### In Print



### Online



## Project MUSE Launches E-Book Initiative, JHU Press Creates Online Books Division

By Melanie Schaffner and Jack Holmes

The Johns Hopkins University Press, long a leader in the digital publishing of scholarship, recently took two critical steps to strengthen that position and embrace fast-moving developments in electronic book publishing.

First, Project MUSE, the acclaimed online collection of scholarly journals managed by the Press, has announced a new initiative, Project MUSE Editions, which will incorporate scholarly book content into its research platform for libraries. Second, the Press has established the Online Books Division, which will manage licensing with e-book vendors, such as Amazon and Google, develop and nurture digital workflows throughout the Books Division, and oversee new online products. Together, these steps secure the Press's leadership position on the front lines of the digital publishing revolution and respond to increasing demand for scholarly book content both online and on e-book readers.

"It is an exciting moment in publishing, and we are fortunate at Hopkins to be very prepared to use these latest innovations to serve our authors and customers, and to advance the University's mission of disseminating knowledge and discovery," notes Press director Kathleen Keane.

With the increasing acceptance and success of e-books, the delivery of book content online is a natural next step for Project MUSE. Beginning next year, e-book collections will be available to library customers alongside MUSE journal collections. Readers will have the advantage of browsing and searching journal and book content side-by-side.

"For fifteen years, MUSE has successfully brought together publishers and libraries to develop a sustainable, innovative model for digital scholarly publishing," explains Dean Smith, director of Project MUSE. "Our future lies in leveraging our trusted relationships with both our library customers and participating presses into new product offerings that recognize the shared challenges faced by both these constituencies. And our user community will benefit greatly from the integrated research opportunities presented by putting university press book content online alongside MUSE's well-respected journal collections."

Project MUSE Editions will offer titles published by the JHU Press as well as a growing number of participating publishers, including Columbia University Press, Brookings Institution Press, University of Texas Press, and others. A pioneering collaboration between the Press and JHU's Eisenhower Library that began in 1995, Project MUSE currently publishes online more than 450 journals from more than 100 not-for-profit scholarly presses. MUSE is available in more than 2,000 libraries around the world and is accessible to millions of users.

The launch of Project MUSE Editions and the creation of the Online Books Division combine to give the Press new opportunities both to distribute academic titles more widely and to test new business models, notes Becky Brasington Clark, who heads the new Online Division while retaining her role as marketing director for the Books Division. "After ten or more years of false starts and uncertainty," Clark comments, "the success of the Amazon Kindle, the B&N Nook, and the iPad means that the market for e-books is finally maturing and we have truly astonishing new ways to deliver the work we publish to readers around the world. We like to talk about the tradition of innovation at JHU Press, and we couldn't be more excited about this latest example."

Read more about Project MUSE Editions and the JHU Press at [press.jhu.edu](http://press.jhu.edu).

### Podcasts on the Press website:

To learn more about JHUP journals from editors and authors, visit our website or search for "Johns Hopkins University Press" on iTunes.

## THE ROAD AHEAD



### Commentary by JHU Press Director Kathleen Keane

Those of us in the business of publishing and selling scholarly books have grown accustomed to a certain level of anxiety and wondering aloud. What is the future of books printed on paper? Will e-book readers find a large audience? Is there a market for book-length content on the Internet? Will the call for “open access” and free online content put unbearable pressure on the already troubled business model of publishing serious scholarly work in specialized fields?

All those questions, of course, remain relevant and await answers. Fortunately, as the lead article in this issue of *InPress* suggests, the robust world of online publishing and the growing success of e-readers are now pointing the way to sensible—and frankly quite exciting—initiatives at publishing houses such as the JHU Press.

This press is quite fortunate to be well-positioned to navigate the road ahead. Some smart decisions were made here in decades past: development of periodicals publishing services, investment in essential information technologies, encouragement of collaborations with talented partner organizations, and more. Indeed, Project MUSE emerged in the 1990s from creative and collaborative problem solving by staff at the Press and JHU’s Eisenhower Library. Now Project MUSE Editions builds on that legacy.

Our recent recognition by the Book Industry Study Group as a “Gold Certified Company” means, among other things, that we are applying very high standards to our efforts to deliver our publications to a huge audience in the new digital environment. Surely new questions and challenges await us as we define the Press’s role in the changing world of scholarly publishing, but I’m confident that our tradition of innovation and our dedication to excellence will see us through.

## IN CONVERSATION



### Gold Medal Metadata

We just learned that Johns Hopkins is one of only three U.S. publishers whose ONIX files have been Gold Certified by the Book Industry Study Group (BISG). We asked Senior Programmer/Analyst Bob Oeste about this.

**Q:** What are ONIX files?

**A:** Twenty years ago we sent catalogs to booksellers with information about our books. Ten years ago we sent spreadsheets. Now we send electronic files in an internationally standardized format called ONIX (Online Information Exchange). Each file contains about 200 pieces of information for each of our 3,111 books.

**Q:** That sounds like a lot of information.

**A:** It is. A typical ONIX file contains over 500,000 lines of code. To put that in perspective, the Bhagavad Gita has only 100,000 lines, and it’s harder to read.

**Q:** For you.

**A:** Yes.

**Q:** So Gold Certification refers to the quality of these files?

**A:** Exactly. And that’s important because booksellers like Amazon and Barnes & Noble want all the data they can get, they want it now, and they want to be able to upload it without any errors. For publishers, that means an excerpt from a *Sunday Times* book review can go into our ONIX file on Monday and appear on Amazon on Tuesday. That’s only possible with a good ONIX file.

Read more about the BISG’s Product Data Certification Program at [bisg.org](http://bisg.org).

## IN THE NEWS

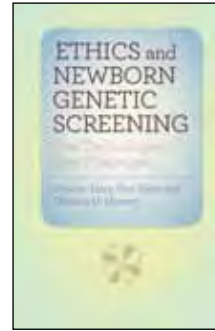
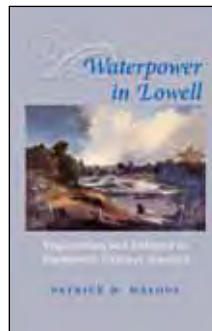
Reviews | Links | Info

### Shakespeare Quarterly Opens Up

For the second time in less than a year, a JHUP journal has used the Internet to re-define peer review. *Shakespeare Quarterly* used an open, online format through the MediaCommons website to allow the public review of articles for Volume 61, Issue 4, released in October. *The New York Times* and *Chronicle of Higher Education* each interviewed guest editor Katherine Rowe about the experiment. Earlier in 2010, *portal: Libraries and the Academy* made copyedited versions of all accepted articles available in an open-access web environment.

—Brian Shea

### Recent Awards



Bringing seven new awards and two honorable mentions, late summer and early fall have been boom times for Hopkins books.

August saw Patrick Malone’s *Waterpower in Lowell* take the Association for Industrial Archeology’s Peter Neaverson Award and *Social Movements for Global Democracy*, by Jackie Smith, receive an honorable mention from the American Sociological Association’s Political Economy of World Systems book prize competition. September brought two prizes from the British Medical Association for Alexandra Lord’s *Condom Nation: First Prize in Popular Medicine* and a BMA Board of Science Award for the Public Understanding of Science. The association also gave Highly Commended honors to *Ethics and Newborn Genetic Screening*, edited by Mary Ann Baily and Thomas H. Murray.



Meanwhile, the American Association for the History of Nursing named *Officer, Nurse, Woman*, by Kara Dixon Vuic, winner of the Lavinia L. Dock Award, and the Society for the History of Technology gave Jennifer Karns Alexander’s *The Mantra of Efficiency* the Sydney Edelstein Prize. And at its annual meeting in early November, the Southern Historical Association gave prizes to two Hopkins titles: Seth Rockman’s *Scraping By* won the H. L. Mitchell Award, its third book prize, and *The Fragile Fabric of Union*, by Brian Schoen, took the Bennett H. Wall Award.

—Brendan Coyne

### New Journal Titles Debut

Two new journals have joined the JHUP collection. *Narrative Inquiry in Bioethics: A Journal of Qualitative Research* is a new journal which will provide a forum for exploring current issues in bioethics through the publication and analysis of personal stories, qualitative and mixed-methods research articles, and case studies. The first issue will be published in 2011. *The Wallace Stevens Journal* will come to JHUP for its 34th volume of work devoted to all aspects of the poetry and life of American modernist poet Wallace Stevens.

—Brian Shea

### In Remembrance

The JHU Press community was saddened by the loss of several good friends in September and October. Advisory Board member David E. Ryer died on September 3. A generous and attentive friend of the Press for many years, David created an endowment that will support publication of the Press’s award-winning books in higher education for many years to come. William B. Warren, who died on October 8, was a long-time board member of the Hodson Trust and a recent member of the Press Advisory Board. Bill’s leadership and advocacy resulted in the Trust’s extraordinary support for the development and publication of *The Complete Prose of T. S. Eliot*, a multivolume work expected to transform Eliot scholarship. Dr. Christopher Saudek, a JHU colleague and the author of one of the Press’s best-selling consumer health books, *The Johns Hopkins Guide to Diabetes*, died on October 6. His editor at the Press, Jackie Wehmuller, comments, “Chris was dedicated to providing excellent clinical care and scientific as well as practical information to people with diabetes, whom he cared about deeply as individuals and as patients—and in whose ability to make good decisions about their health he had complete faith.”

Read more news, including the latest reviews and awards, at [press.jhu.edu](http://press.jhu.edu).

## INPRESS

WINTER 2010 Volume 8, Number 4

INPRESS is the quarterly newsletter of the Johns Hopkins University Press

**Editorial Committee:** Becky Brasington Clark, Colleen Condon, Brendan Coyne, Jack Holmes, Kathleen Keane, Melanie Schaffner, Brian Shea, Claire McCabe Tamberino

**Contributors:** Kathy Alexander, Alicia Catlos, Christina Cheakalos, Bob Oeste, Anne Whitmore

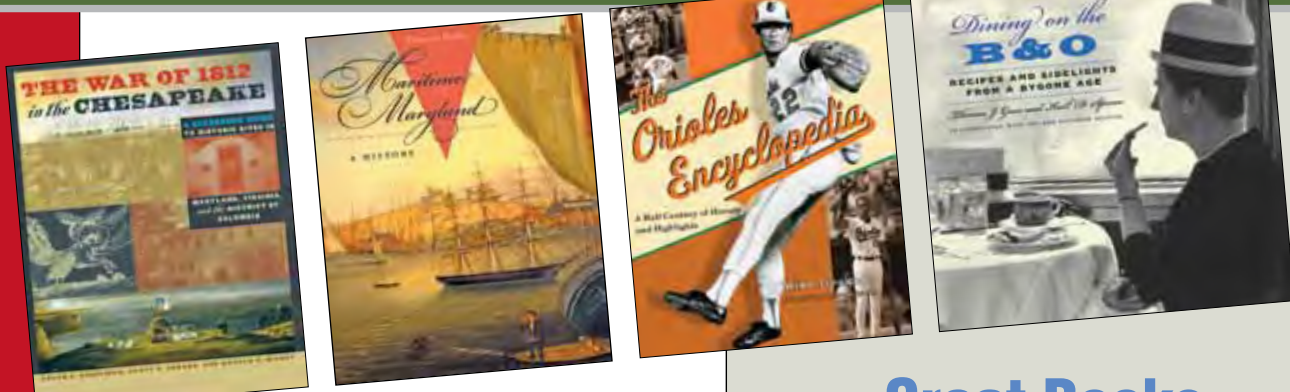
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**Designer:** Susan Ventura

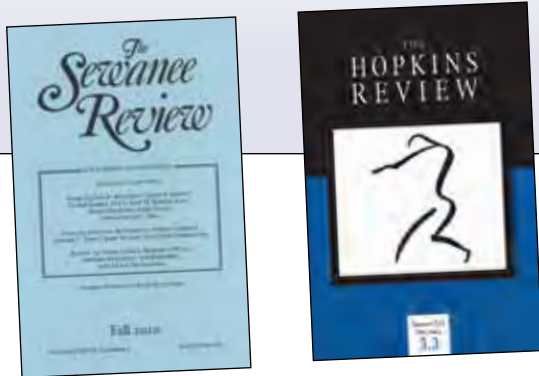
With comments or suggestions, or to add your name to our mailing list, contact:

INPRESS  
Office of the Director, The Johns Hopkins University Press  
2715 North Charles Street, Baltimore, MD 21218

# HOLIDAY GIFT BOOKS



“*Maritime Maryland: A History* is absolutely my top choice for holiday gift books. Every Maryland library should have this book; every Marylander should know this book, from its stunning design to its vivid and rich content.” —Betsy Hughes



“A JHUP journal subscription can provide a gift for discriminating readers with almost any interest. *The Sewanee Review*, the oldest continuously published literary quarterly in the country, and *The Hopkins Review*, recently returned to the scene, each provide engaging reviews, fiction, and poetry for lovers of literature and language.”

—Brian Shea

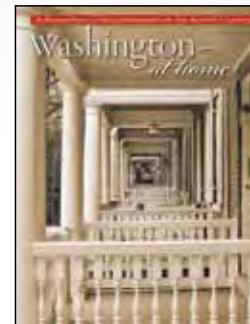
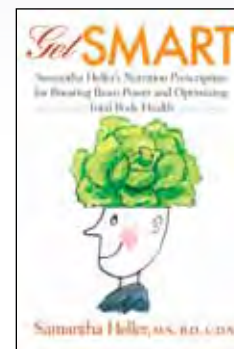
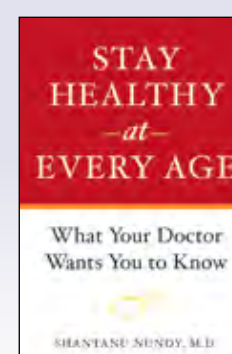
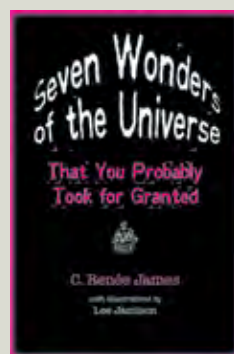
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The 25% discount does not apply to journal subscriptions.

## Great Books

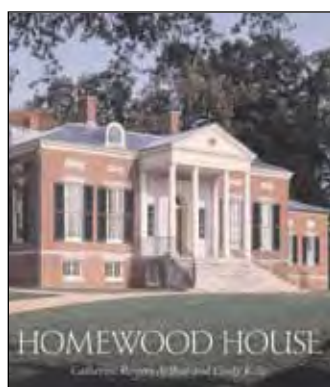
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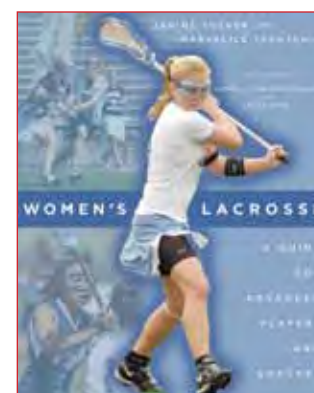
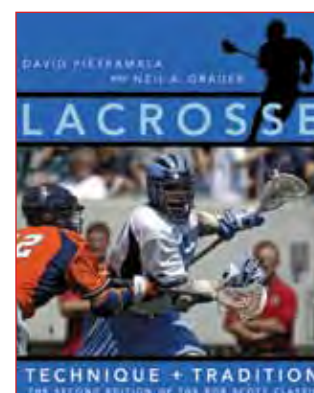
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# PRESS PHOTO GALLERY



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## September 17, 2010

### Maritime Maryland: A History

The Maryland Historical Society, Baltimore

In conjunction with the meeting in Baltimore of the National Maritime Historical Society, the Press and the Maryland Historical Society co-hosted a reception and talk by JHU Press author Bill Dudley about his new book on the state's maritime history.

1. Senator Paul Sarbanes and Burt Kummerow. 2. Bill Dudley and Dorothy Scott. 3. A full house for the talk on *Maritime Maryland*. 4. Bill Dudley, Burt Kummerow, and Bob Brugger.

See more photos at [press.jhu.edu/friends/maritime.html](http://press.jhu.edu/friends/maritime.html).

## September 23, 2010

### Henry Walters and Bernard Berenson: Collector and Connoisseur

The Walters Art Museum, Baltimore

Friends of the Press and of the Walters Art Museum gathered to hear the story of museum founder Henry Walters' important relationship with the renowned art expert and dealer Bernard Berenson, the subject of Stanley Mazaroff's new book from JHU Press. The program, part of the popular "Spotlight with Gary Vikan" series, was held in the Graham Auditorium, followed by a reception and book signing in the Walters' extraordinary Sculpture Court.

1. Walters director Gary Vikan (right) interviewed JHU Press author Stanley Mazaroff for the museum's series, "Spotlight with Gary Vikan." 2. From left, Christina Smith, Dean Smith, Kathleen Keane, John Keane, Winston Tabb, and Marilyn Tabb. 3. Guests enjoyed a display of recent publications by JHU Press. 4. Stan Mazaroff signed books for numerous friends and admirers. 5. The reception was held in the Sculpture Court. 6. Al Berkeley, Joanne Leedom-Ackerman, Sylvia McGill, and Jim McGill.

See more photos at [press.jhu.edu/friends/walters.html](http://press.jhu.edu/friends/walters.html).



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## ENDNOTE

### Meta-milestone

JHU Press reached another industry landmark in 2010. After publishing nearly 10,000 titles, the nation's oldest university press needed to register for an entirely new International Standard Book Number, or ISBN as it is known in the publishing world. The ISBN was created in 1965 by the W. H. Smith Company of England and has become the standard for identifying books around the world. Originally a series of nine numbers, then ten, the ISBN is now a 13-digit number beginning with 978-. Since 1968, the Press has assigned over 8,000 ISBNs with the unique publisher identifier of 0-8018. For several years in the 1980s and 1990s, former Press editor George F. Thompson even sported an 0-8018 custom license plate! In August our list of 0-8018 numbers was exhausted and we welcomed the first title with our new publisher number, 1-4214. The lucky title? The e-book edition of *The "Good War" in American Memory*, ISBN 978-1-4214-0002-0.

—Colleen Condon, E-Book and Digital Promotion Manager

