

HIGH GROWTH AND EMERGING MARKETS: A 21ST CENTURY STRATEGY

Over the next decade, for the first time in living memory, more than half the world's economic growth will come from outside North America and the European Union. China and India will continue to be the primary drivers of this shift, but there are several other countries around the world climbing up the ladder of economic prosperity, presenting great potential opportunity for Wiley's offerings.

The Wiley presence in China and India is well established. China has emerged in recent years as the sixth-largest market for our Scientific, Technical, Medical, and Scholarly (STMS) business, also known as Wiley-Blackwell, and we have had a full-fledged publishing operation in India since the formation of Wiley India in 2006, with activities there dating back to 1966. We have an expanding presence in the Middle East, one of our fastest growing markets, and in North Africa as well.

And then there are the countries on the horizon—like Brazil, which some say could be the world's fifth-largest economy by 2025, behind China, the U.S., India, and Japan. "In the '1970s and '1980s, many were predicting that Brazil would be the next big thing, but it didn't realize its promise," says Philip Kisray, Vice President, International Development. "The reason was that it didn't have a sufficiently qualified work force, lacking the engineers, doctors, accountants, and tech professionals to sustain this potential growth. With a young demographic and an increasingly aspirational middle class, Brazilians now completely understand that education and training are the key to competing globally, and government-led initiatives are strengthening those sectors, creating opportunities for our entire portfolio."

Sub-Saharan Africa, in particular such countries as Nigeria, Ghana, Ethiopia, and Kenya, will be a focus of interest in the near future, as we build on our presence in South Africa, a key driver on the continent. In building new markets, the Wiley approach is to proceed by steps in pursuit of results that are sustainable over time: we begin by selling existing products, we learn more about the market and its needs, and finally we create localized products in partnership with our customers.



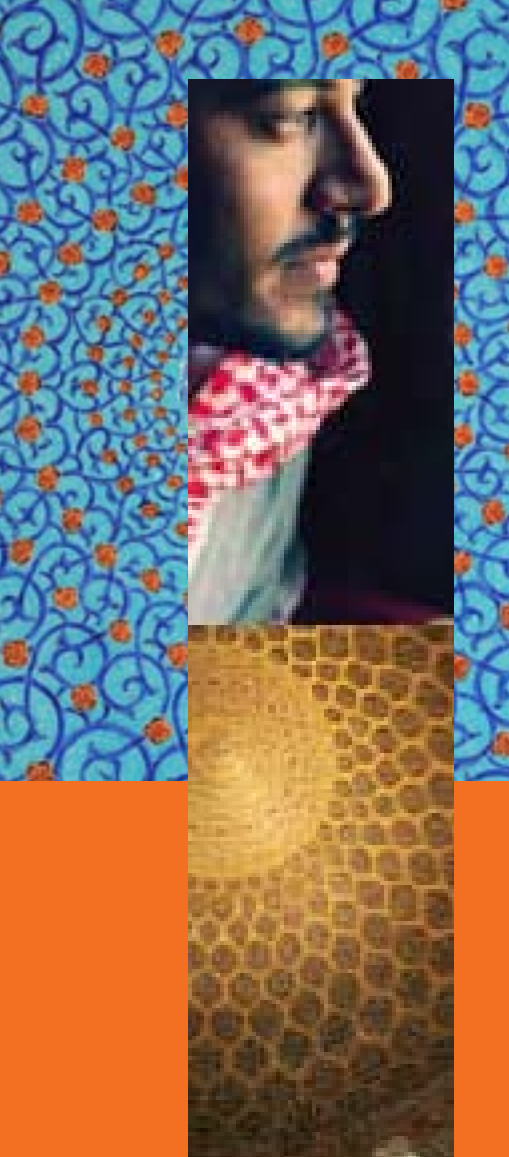
CONTENTS

- | | |
|---|-----------------------------|
| 1 Emerging Markets | 9 New Anti-Piracy Resources |
| 3 Wiley in China | 10 For Dummies Turns 20 |
| 4 Wiley Open Access | 12 Wiley Prize |
| 5 Wiley Custom Select/
PfeifferCustom | BRIEFINGS |
| 6 New CEO: Steve Smith | 13 Author Honors and Awards |
| 7 Turkish Government Adopts
Jossey-Bass Health Care Book | 15 Title Awards |
| 8 Advancing Knowledge in
Unexpected Places | 19 In Memoriam |

Please send all inquiries, announcements, and comments to sspilka@wiley.com or to:

Susan Spilka, Vice President
Corporate Communications
John Wiley & Sons, Inc.
111 River Street
Hoboken, NJ 07030-5774

Editor: Susan Spilka
Writers: John Lehmann-Haupt,
Romana Labrosse



THE MIDDLE EAST

In the oil-rich countries of the Middle East, the preparation for a post-oil future is driving investments in education and training that Wiley has capitalized on in recent years. Both King Abdulaziz University in Saudi Arabia and the American University of Beirut are using the WileyPLUS online teaching and learning environment for several courses. We are seeing strong sales of our Professional/Trade offerings, especially in the GCC (Gulf Cooperation Council) countries and in Dubai, particularly through key accounts such as the massive Kinokuniya store. The new, world-class King Abdullah University of Science and Technology (KAUST) in Saudi Arabia and the Saudi Arabian Ministry of Higher Education are both licensing significant quantities of online STMS journals and books through Wiley Online Library.

“There is continued steady growth, but it calls for patience,” says Reinhard Schuelke, Regional Sales Manager, Institutional Sales. “It’s partly a cultural issue. Most of our business is done through local agents, since our customers still prefer working with their own people. But it’s a time of transition, and we are beginning to work directly with some of them.”

The hunger for knowledge is strong among the young, and there is a preponderance of female students on campuses that may surprise Westerners. Reinhard singles out Iran as potentially the region’s strongest academic market. “I have never met so many highly educated people,” he says. “Teheran alone has 30 universities. We currently have agreements with the Ministry of Health and Medical Education and the Ministry of Science, Research, and Technology, and we have a stand every year at the Tehran International Book Fair where we sell more print books than the whole rest of the year.”

Qatar is the world’s richest country on a per capita basis, and the Qatar Foundation is a dedicated research center in Doha comprising some 50 academic and research institutions, including branches of a number of U.S. universities and representing the single biggest future opportunity for Wiley in the Middle East.

Where possible, we pursue a digital-first strategy, and with English the preferred language of global communication (more than 80 percent of the content on the Internet is in English), WileyPLUS has been well received in the region. Nonetheless, Arab students sometimes struggle with English in technical subjects, so we are working with local professors to add help in Arabic where necessary.

Since its opening in December 2010, the Wiley office in Dubai has brought our regional activities and presence to a new level, providing a hub for sales, marketing, and editorial efforts.

NORTH AFRICA

Often seen as an extension of the Middle East, with a prevalence of Arabic speakers, North Africa is actually split between the Maghreb countries in the west — Morocco, Algeria, and Tunisia, still bearing the imprint of their historic association with France — and Libya and Egypt in the east. Our regional presence dates to a 2006 agreement with the Centre National Universitaire de Documentation Scientifique et Technique in Tunisia, followed in 2007 by university agreements in Libya and Egypt.

“It takes a long time to build a presence in the region,” says Mickael Roullier, Senior Account Manager, Institutional Sales. “Library structure and IT infrastructure have not always been stable, which has inhibited promoting our online content through trials. But there are lots of opportunities; the entire region has strong research in medicine, geophysics, agriculture, chemistry, and engineering. We are now completing negotiations on a license for 20 universities in Algeria, and there are talks of creating library consortia in Morocco.”

Marketing and sales colleagues have been able to increase Wiley Online Library article downloads significantly in several countries through email and social media campaigns, and they plan to work with Wiley’s base of journal editorial board members throughout the region to help raise the company’s profile and to identify societies we can work with.

At the time of this writing, the region is in the throes of political uprisings, and the future of our business there will be impacted by their resolutions. “The situation in Tunisia should bring great outcomes as the country opens up after over 20 years of dictatorship,” says Mickael. “In other areas, the future is still unsure. Whatever happens, there is a call for true democracy, which will affect the existing structures.”

Philip Kisray sums up the global prospects, noting that the high quality of Wiley products is recognized even where our profile is not as high as it could be. “It’s an exciting time,” he says. “We can play a positive and meaningful role in the countries we’re in, and there are important parts of the world awaiting us. There are still blue oceans to explore.”

Wiley in China

A Decade of Growth

Over the past decade, China has emerged rapidly as both a key market for and a provider of content for Wiley's Scientific, Technical, Medical, and Scholarly (STMS) business, also known as Wiley-Blackwell. In 2000, Wiley derived very little revenue from China, no online content was licensed there, and the number of articles in Wiley journals by Chinese authors was negligible. By the end of 2010, China had become the sixth-largest market for Wiley-Blackwell, the second-largest consumer of Wiley Online Library content, and the second-largest source of published Wiley-Blackwell journal articles. On July 21, 2011, Wiley marked the 10th anniversary of the opening of its Beijing office. "We believe that there are tremendous opportunities to improve our already strong position in China," says Steve Miron, Senior Vice President, STMS.

A LITTLE BACKGROUND

Prior to 2001, Chinese piracy of print journals was rampant. Then, in the fall of the year, the efforts of an international group of publishers and publisher associations (in which Wiley played a key role) met with success: the Chinese government issued a decree against the use of pirated journals, opening the door to a boom in international journal licensing and an explosion in online journal usage and article submissions by Chinese researchers.

That said, publishing is still a state-controlled industry in China, which means that Wiley can only publish there in partnership with local houses. "Wiley cannot be a publisher in China in the same way we can in the U.S., the U.K., Germany, and Australia," says Steve. "But there are significant opportunities to build our business effectively — by expanding our editorial presence, by further developing our talent pool within the country, and by leveraging our large and growing author base to strengthen our brands and the demand for our products."

LOCATION, LOCATION, LOCATION

Wiley is drawing on its global reach to support the effort. Two new colleagues from China, a Ph.D. physicist and a Ph.D. polymer scientist, recently spent six months in Weinheim, Germany, home of Wiley-VCH, where they underwent training in the peer review process and various other publishing functions before relocating to Beijing. Other Wiley colleagues have relocated from our Weinheim and Chichester, U.K., locations to Beijing, Shanghai, and Singapore to help develop support services for Chinese authors and to strengthen the integration of the Asia marketing team with the global marketing organization.

There are Web-based components as well. Wiley's Social Science and Humanities group recently launched the online Chinese Scholars Network to support Chinese scholars, academics, and researchers in the Social Sciences looking to publish their work in English language journals. The Network provides videos of publishing seminars, author interviews, links to translation services, podcasts about the process of academic journal publishing, and a question forum with experienced professionals, as well as subject-specific information for authors specializing in the areas of Business, Management, Economics, Education, Finance, Geography, Psychology, and Urban Studies.

A STRONG FOUNDATION

In expanding its editorial presence in China, Wiley is building on a strong foundation established in China over the past decade. The Beijing office now houses 23 colleagues in marketing, sales, and editorial roles, and there are now 10 colleagues working in the office we opened in Shanghai in 2004. "We've come a long way," says Steve Miron, "and now we're preparing to take it to the next level. We are tapping our substantial base of Chinese authors and collaborating with societies and research institutions to bring the best of China to the world and fulfill Wiley's mission of promoting knowledge and understanding everywhere."

WILEY OPEN ACCESS NEW JOURNALS PROGRAM INCREASES AUTHOR CHOICE

On February 1, 2011, Wiley announced the launch of [Wiley Open Access](#), a new publishing program of open access journals offering primary peer-reviewed research in a range of life and biomedical science disciplines including neuroscience, microbiology, ecology, and evolution.

Wiley Open Access provides authors wishing to publish their research outcomes in an open access journal with a range of new, high-quality publications that meet the requirements of funding organizations and institutions, where these apply.

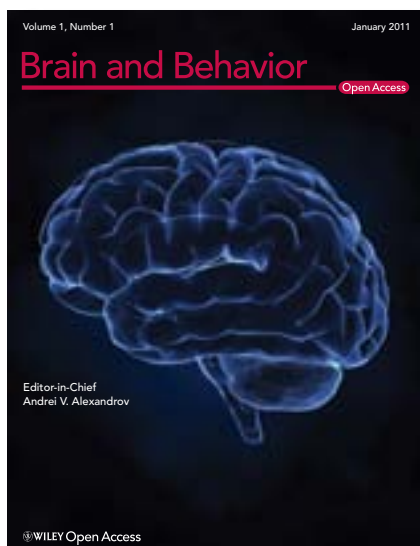
“The development of Wiley Open Access is an example of our commitment to offer authors the widest possible choice in publishing with Wiley,” said Steve Miron, Senior Vice President, Wiley-Blackwell. “Wiley has a strong history of innovation in journal publishing, and we see this as a natural extension of our service to our learned society partners, authors, and the scholarly community in its broadest sense.”

The new journals are being launched in collaboration with a group of international professional and scholarly societies with which Wiley currently partners. Each journal has an Editor-in-Chief and an Editorial Board responsible for ensuring that all articles are rigorously peer-reviewed, and each journal is offered with the full functionality of Wiley Online Library.

Three Wiley Open Access journals are now accepting submissions – *Brain and Behavior*, *Ecology and Evolution*, and *MicrobiologyOpen*. *ChemistryOpen* and *Cancer Medicine* are scheduled to launch within 2011, with more to follow in 2012. In addition to the new Wiley Open Access program of fully open access journals, Wiley continues to offer authors the [OnlineOpen](#) option in more than 540 subscription journals.

Wiley Open Access journals are published under the Creative Commons Attribution NonCommercial License, which permits use, distribution, and reproduction in any medium, provided the original work is properly cited and is not used for commercial purposes. A publication fee will be payable by authors on acceptance of their articles. Wiley has introduced a range of new payment schemes to enable academic and research institutions, funders, societies, and corporations to actively support their researchers and members who wish to publish in Wiley Open Access journals.

More information is available at www.wileyopenaccess.com.



Wiley Custom Select, PfeifferCustom

Services Provide a New Channel for Content, Shaped to Meet Customer Need

WILEY CUSTOM SELECT

Since February 2009, [Wiley Custom Select](#) has enabled college professors to create their own custom textbooks online by browsing a collection of Wiley books and lab manuals, choosing the chapters they want, adding their own material if desired, and opting for delivery in either eBook or print format for their students to purchase. Since launch, the service has grown to encompass more than 1,100 titles, including selected content from our Professional/Trade and Scientific, Technical, Medical, and Scholarly businesses.

In early 2011, Wiley Custom Select introduced a new set of features in response to instructor feedback. “In almost every presentation or usability session, instructors had asked about the ability to select sub-chapter level content and edit publisher materials to suit their desired learning outcomes,” says Iam Williams, Director, Wiley Custom Learning Solutions. “We now have a resounding ‘Yes, you can!’ response. We’ve initially made this available for a group of lab manuals, primarily in chemistry, anatomy and physiology, and physics. It’s an ideal place to start, since the science programs of different institutions often have different equipment and protocols for their labs, and the simplified style of lab manuals lends itself to a more homogenized output.”

The new tool kit is based on the XML format and allows instructors to move XML text and images around for the desired page layout, type in additional text, and sequence the resulting custom chapters alongside PDF-only chapters. The rendering engine then merges these chapters into a single PDF file for preview and production.

“Empowering our customers to get just the content they want, the way they want it adds value in a way that promotes our ongoing relationships with them and extends the audience for our authors at the same time,” says Kaye Pace, Vice President and Executive Publisher. “It’s a powerful capability, and we look forward to extending it to an expanding range of Wiley materials.”



PFEIFFERCUSTOM

Under the Pfeiffer imprint, Wiley publishes gold-standard leadership, management, and team development materials, notably through the Kouzes and Posner *Leadership Challenge* franchise and the works of Patrick Lencioni, best known for *The Five Dysfunctions of a Team* and its companion workshop. With the April 2011 launch of the PfeifferCustom online service (www.pfeiffercustom.com), soft-skills trainers can now draw on this content to create custom training materials that exactly suit their needs.

PfeifferCustom is the result of an intensive dialogue with professionals in the field, during which Wiley Web product developers discovered that what trainers wanted above all was the ability to customize their training materials. As it turns out, they regularly spend long hours, even days, photocopying portions of Wiley books and mixing in their own material to create handouts that have maximum relevance to the particular group they are working with. PfeifferCustom allows them to do just that in a fraction of the time, and have the results delivered in an attractive, professional-looking, copyright-protected workbook, branded with their logos, within a couple of weeks.

In addition to the initial research, the team conducted focus groups and a series of usability tests, to enthusiastic response. “Our beta testers were thrilled with the site and were ready to begin ordering before we were even ready to process orders,” says Lisa Shannon, Associate Publisher, Pfeiffer.



Stephen M. Smith

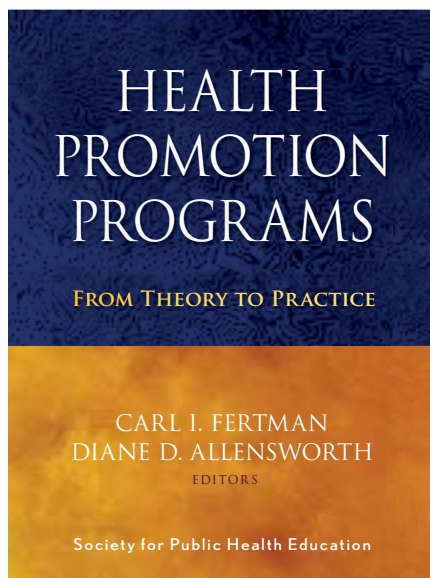
STEVE SMITH SUCCEEDS WILL PESCE AS PRESIDENT AND CEO

On May 1, 2011, Stephen M. Smith became Wiley's 11th President and CEO, following the retirement of William J. Pesce, who had led the company since 1998. Steve joined Wiley in 1992 as head of the company's Asian business, subsequently taking on responsibility for Australian and European operations and becoming Chief Operating Officer in May 2009.

The transition resulted from a careful process of succession planning that has also guided the development of a new generation of leaders for the company's three core businesses. Mark Allin, with Wiley since 2000, became Senior Vice President, Professional/Trade, in August 2010, following the retirement of Stephen Kippur. Steven Miron, with Wiley since 1993, became Senior Vice President, STMS, in November 2010, following the retirement of Eric Swanson, and Joseph Heider, with Wiley since 1994, became Senior Vice President, Global Education, in May 2011, following the retirement of Bonnie Lieberman.

WILEY/JOSSEY-BASS BOOK TAPPED FOR TURKISH HEALTH CARE REFORM EFFORT

A Wiley/Jossey-Bass book has become a tool for positive, far-reaching change and created a bridge between the U.S. and Turkish health systems. This comes at a time when the Turkish government is striving to improve the health status of its population through Western-style interventions, seeking a reduction in smoking, infant mortality, hospital-based infections, and other major causes of illness.



It started the way many books are adopted the world over in the online age: a professor browsing Amazon. The professor, Dr. Çağatay Güler, from the Department of Public Health, Faculty of Medicine, Hacettepe University in Turkey, found what looked like an interesting new title on health promotion, *Health Promotion Programs: From Theory to Practice* (Carl I. Fertman and Diane D. Allensworth, Editors), sponsored by the Society for Public Health Education (SOPHE) and published by Wiley/Jossey-Bass in April 2010. Upon receiving his copy, Dr. Güler called Turkish health minister Dr. Recep Akdağ to recommend adoption of the book by Turkey's two-year old Office of Health Promotion, which had already launched national anti-smoking policies and designed and implemented health promotion campaigns and workforce development programs.

Further, Professor Güler encouraged Dr. Akdağ to sponsor a symposium featuring the book's contributors and to pursue a translation to be distributed to all physicians and nurses within the Ministry of Health as a guide for their work. In December 2010, the ministry invited editor Carl Fertman and several key contributors to the book to be participants in a Turkish national symposium. Over the next few months, they ironed out travel details and negotiated and executed a Turkish-language translation agreement with Wiley.

Held April 11-13, 2011, the International Health Promotion and Communication Symposium, sponsored by the Ministry of Health (based in Ankara), was considered a great success. More than 1,000 Turkish health professionals applied for 250 available spaces, with attendees a mix of governmental officials, academics, and students. Plans are now underway for future collaborations and partnerships with the Department of Health Promotion and SOPHE as well as with other Turkish government ministries to protect and promote the health of the Turkish citizenry.

Turkey's population is 77 million people. It has the world's 17th largest nominal gross domestic product (GDP), the 15th largest when adjusted for cost of living. The country is a founding member of the Organisation for Economic Co-operation and Development (OECD) and one of the G-20 major economies.

Carl Fertman was impressed by how cosmopolitan and modern he found Istanbul, which he described as "a combination of Paris, New York, and Buenos Aires, with a great night life, great food, beautiful architecture, and friendly people. It's also really a place where two continents meet, Europe and Asia. The historical depth and breadth of the city are remarkable, with a 1,000-year sweep."



Editor Carl Fertman (left) shakes hands with Turkish health minister Dr. Recep Akdağ at the Istanbul symposium

ADVANCING KNOWLEDGE, IN UNEXPECTED PLACES

Some of today's most highly motivated college students can be found in an unlikely place: New York State's prison system. Since 1999, Bard College's Bard Prison Initiative has brought a rigorous and diverse liberal arts curriculum to inmates at five facilities, awarding associate and bachelor degrees to more than 150 graduates to date, with almost all of those who have completed their prison terms now gainfully employed.



The program was featured in the July 26, 2011, episode of the Public Broadcasting Service (PBS) program [NewsHour](#). The segment included footage of Professor Miguel Munoz-Laboy of Columbia University's Mailman School of Public Health teaching a course at Woodbourne Correctional Facility — the same course he teaches at Columbia — using the Wiley text *Planning Health Promotion Programs: An Intervention Mapping Approach*, Third Edition, by L. Kay Bartholomew, Guy S. Parcel, Gerjo Kok, Nell H. Gottlieb, and Maria E. Fernandez. The book was displayed onscreen for several seconds, leading into Professor Munoz-Laboy's estimation of his Woodbourne students. "It's incredible," he said. "I have never had a student who reads every page I assign — and they do! They push you to become a better teacher." Other courses cover subjects ranging from history to computer science, comparative literature, environmental studies, and more.

There are 10 applicants for each place in the program, with admission based on a single criterion — desire, as demonstrated in an essay and interview. Max Kenner, who founded the program while still a Bard student, observed that the most curious students are often those who dropped out of conventional school the youngest. He also noted that the program affirms the power of a liberal education. "You give them job training for job X, job X disappears, you have nothing," he said. "You give someone the opportunity to think critically and to understand the context in which they're looking for work, they go where the jobs are to be found."

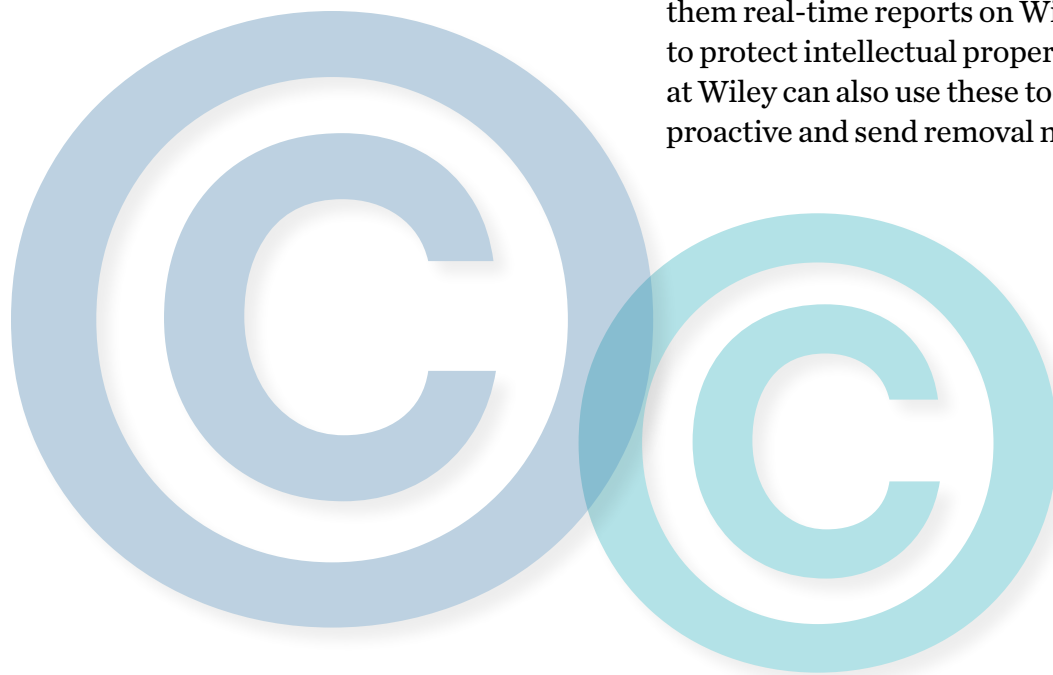
Wiley's Enforcement Team Introduces New Anti-Piracy Resources

Now approaching its seventh anniversary, Wiley's Enforcement Team is still going strong, a testament both to its success as a component of Wiley's overall anti-piracy strategy and to the tenacity of pirates in pursuing the unauthorized use of Wiley's intellectual property.

The team's focus has shifted from copy shops and e-commerce sites such as eBay, which, after hundreds of demand notices, has taken a firmer stance against allowing pirated materials to be sold there. Now the team aims for more strategic goals, challenging file-sharing sites that illegally distribute hundreds of our works globally, working with the editorial and production departments to provide Internet security for our online products, and combating journal subscription abuse.

The legal department is working closer than ever with publishing units to protect our works preemptively. Such actions include improving our system security, to help detect systematic abuse. As Special Projects Manager Keith Abbott says, "Wiley is combating the illegal purchase and resale of personal rate subscriptions via a rigorous process of data mining, backed up by legal enforcement."

Another key component is instructing Wiley colleagues on how they can take the fight to the pirates themselves. In May, the team rolled out a new site on the Wiley Intranet with informative content and self-help tools available to all within Wiley. Now, when we receive emails from authors who have seen their content splashed freely across the Web, we can not only give them real-time reports on Wiley's efforts to protect intellectual property; everyone at Wiley can also use these tools to be proactive and send removal notices.



For Dummies Turns 20

It started with a chance remark. A customer in a Software Etc. store in 1987 was looking for a basic book on his computer's operating system — “Something like DOS for dummies,” he said. John Kilcullen, then a national accounts manager for Bantam Doubleday Dell, overheard the words, and they stuck. In 1991, in his new position as publisher for IDG Books, Kilcullen brought out *DOS For Dummies*. Despite bookstore trepidation about the “dummies” in the title, the book was an instant hit. The brand was off and running, with the distinctive yellow and black cover, icons, cartoons, trademark humor, and Dummies Man character providing the template for the entire series. The name was clearly a keeper, with the word “dummies” perceived in the sympathetic light that Kilcullen had anticipated.



Ben Hider /NYSE Euronext

The Dummies Man, ringing the closing bell at the New York Stock Exchange with Wiley Foundation Chairman Deborah Wiley, company President and CEO Steve Smith, and assorted Wiley colleagues



For Dummies has been part of Wiley since 2001, supporting the Wiley mission of advancing knowledge and understanding in its inimitable way. The brand turns 20 with more than 250 million books in print, more than 1,600 titles, and an ever-expanding array of Dummies-branded products and services embraced by audiences around the world; the series has been published in over 30 languages. “Our French history book, *L’Histoire de France Pour Les Nuls*, has sold nearly 600,000 copies in France,” says Marc Mikulich, Vice President, Brand Management. “People there think of it as a French brand, and it’s become a local brand in many markets. We’ve created a truly global reference.”

Wiley is marking the anniversary with a year-long celebration that includes special promotions, sweepstakes, giveaways on the [For Dummies Facebook](#) and [Twitter](#) pages, and more. The Dummies Man rang the opening bell at the New York Stock Exchange on May 24, and he’s been putting in special appearances at major events such as BookExpo America and the London Book Fair. A special 20th anniversary landing page on [Dummies.com](#) offers the full menu of events and offerings, including a free download of the minibook 20th Anniversary For Dummies.

THE EVOLUTION OF A BRAND

Launched to help people navigate the world of personal computers, For Dummies began to move beyond technology with titles like *Personal Finance For Dummies* (1994) and *Dr. Ruth’s Sex For Dummies* (1995). Today there’s a Dummies book for almost every area of human interest, and the “Original” series has been supplemented by several other lines, including All-in One, Quick Reference, the Travel series, foreign language Phrase Books, and more.

20 FOR DUMMIES®

20 Years of Making Everything Easier!™



A For Dummies 20th anniversary “blimp” hovered over the Wiley booth at the venerable London Book Fair in April.

The move beyond books came in 1996 with the Classical Music For Dummies enhanced CD series, produced in partnership with EMI. It was the first For Dummies brand licensing project, and a commercial and a critical success. Today the licensing program encompasses a spectrum of branded products — games, videos, kits, and more, like Acoustic Guitar Starter Pack For Dummies (guitar included), which held the number one spot in the Amazon Musical Instruments category for more than a month in 2009.

Another bright light since 1997 has been custom publishing, where For Dummies has played an important role in helping companies like Microsoft, Dell, Google, and Intel create compelling value-added handouts for their customers.

The global For Dummies presence is supported by dedicated staff in the U.S., the U.K., Germany, Australia, and Canada who meet regularly to share their ideas and experiences of how the brand fits into different markets.

We are in the midst of an exciting transition as technology brings new ways to extend the For Dummies promise. Dummies.com is the online home of “Making Everything Easier,” offering all Dummies products as well as a rich selection of how-to videos and step-by-step tutorials while providing a growing stream of advertising revenue. “We are constantly evaluating

new types of digital products,” says Andy Cummings, Vice President, New Business Development, and Vice President and Publisher, Technology, For Dummies. “All our frontlist titles are available as eBooks, and we have released more than 40 Dummies mobile apps. We’re always on the lookout for new ways to reach consumers who want to learn.”

In any medium, For Dummies engenders a strong sense of community. “One of the neat things about being an author in this series is the interaction with customers,” says Eric Tyson, author of *Personal Finance For Dummies*, now in the sixth edition. “You get letters, you get emails; it’s an important point of feedback, because it gives me as an author and an expert in a subject the opportunity to see what people are thinking about and what they’re struggling with, and it absolutely has a positive impact on the content of all the books we do.”



10th Annual Wiley Prize in Biomedical Sciences Awarded

Dr. Lily Jan and Dr. Yuh Nung Jan of the Howard Hughes Medical Institute at the University of California, San Francisco (where they are also Jack and DeLoris Lange Professors), have received the 10th Annual Wiley Prize in Biomedical Sciences for their molecular identification of a founding member of a family of potassium ion channels that control nerve cell activity throughout the animal kingdom. In recent years, malfunctions of potassium channels have been linked to epilepsy, heart arrhythmias, deafness, and other diseases.

The Wiley Prize in Biomedical Sciences recognizes contributions that have opened new fields of research or have advanced

novel concepts or their application in a particular biomedical discipline. Awarded by the Wiley Foundation, the prize honors a specific contribution or a series of contributions that demonstrate significant leadership and innovation. This year's award was presented on April 8 at The Rockefeller University in New York City.

The Wiley Foundation and the Wiley Prize in Biomedical Sciences were established in 2001 to acknowledge the contributions of the scholarly community to the company's corporate success and to recognize and foster ongoing excellence in scientific achievement and discovery.

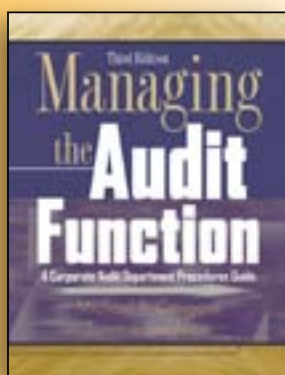


(L-R): Dr. Joan A. Steitz, member of the Wiley Prize jury; Elizabeth Cox, Executive Editor, Life Science Journals, STMS; Kaye Pace, Vice President and Executive Publisher, Higher Ed; Patrick Kelly, Vice President and Director, Journal Publishing, STMS; Dr. Lily Jan; Dr. David J. Anderson, member of the Wiley Prize jury; Dr. Yuh Nung Jan; Dr. Günter Blobel, chairman of the Wiley Prize jury; Deborah Wiley, Chairman of the Wiley Foundation

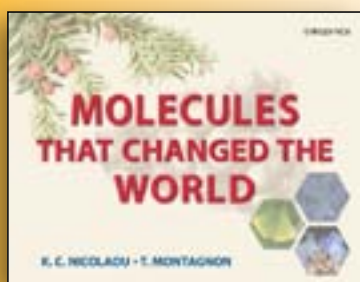
AUTHOR HONORS & AWARDS



Dr. Adedeji Badiru, Professor and Department Head, Department of Systems and Engineering Management, Air Force Institute of Technology, has won the **2011 International Public Management Association for Human Resources Annual Federal Employee of the Year Award** in the managerial category. Dr. Badiru is the author of the Wiley titles *Fuzzy Engineering Expert Systems with Neural Network Applications* (with Dr. John Cheung), *Project Management in Manufacturing and High Technology Operations*, and *Industry's Guide to ISO 9000*.

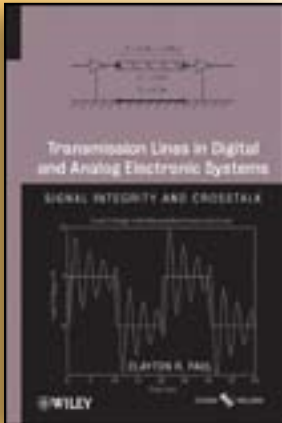


Michael Cangemi, CISA, CPA, and President and CEO of Cangemi Company LLC, has received the **2011 Paul Williams Award for Inspirational Leadership**, given by ISACA, a global membership association for information governance, control, security, and audit professionals, to an ISACA volunteer in recognition of strategic leadership accomplishments on ISACA's behalf. Mr. Cangemi is the coauthor (with Tommie W. Singleton) of the Wiley titles *Managing the Audit Function: A Corporate Audit Department Procedures Guide*, 3rd Edition, and *Corporate Audit Department Manual w/ Download*.



Dr. K. C. Nicolaou, Chairman and Professor, Department of Chemistry, The Scripps Research Institute, and Distinguished Professor, Department of Chemistry and Biochemistry, University of California, San Diego, has won the **2011 Benjamin Franklin Medal in Chemistry**, conferred by The Franklin Institute in recognition of his development of methods for synthesizing rare natural substances, enabling the preparation of synthetic forms of such lifesaving drugs as the cancer drugs Taxol and Calicheamicin. Dr. Nicolaou is the author of the Wiley-VCH title *Molecules That Changed the World* and coauthor (with Dr. Jason S. Chen) of *Classics in Total Synthesis III: Further Targets, Strategies, Methods*. He is also a contributor to *Angewandte Chemie* and other Wiley journals.

AUTHOR HONORS & AWARDS



Dr. Clayton R. Paul, Sam Nunn Eminent Chair in Aerospace Engineering and Professor, Department of Electrical and Computer Engineering at Mercer University in Macon, Georgia, has received the **IEEE EMC (Electromagnetic Compatibility) Society Hall of Fame Award**, presented at the annual IEEE/EMC Symposium in Long Beach, California, in August 2011. Dr. Paul is the author of 10 Wiley books (with an 11th in production), including *Transmission Lines in Digital and Analog Electronic Systems: Signal Integrity and Crosstalk*, *Essential Math Skills for Engineers*, and *Inductance: Loop and Partial*.



Noted chef **Eric Ripert**, author of the Wiley title *Avec Eric: A Culinary Journey with Eric Ripert*, received the **James Beard Foundation Broadcast Media Award** as top **On Location Television Program** for his Public Broadcasting Service (PBS) show, also titled *Avec Eric*. The 2011 James Beard Foundation Awards were presented on May 6 in New York City.



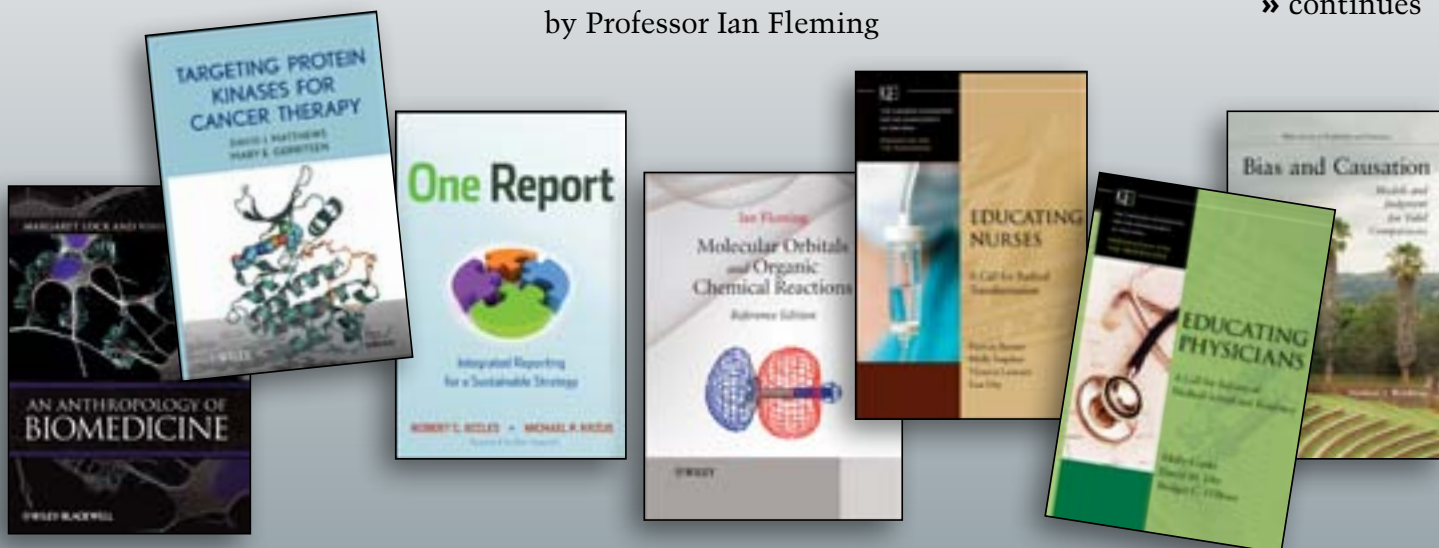
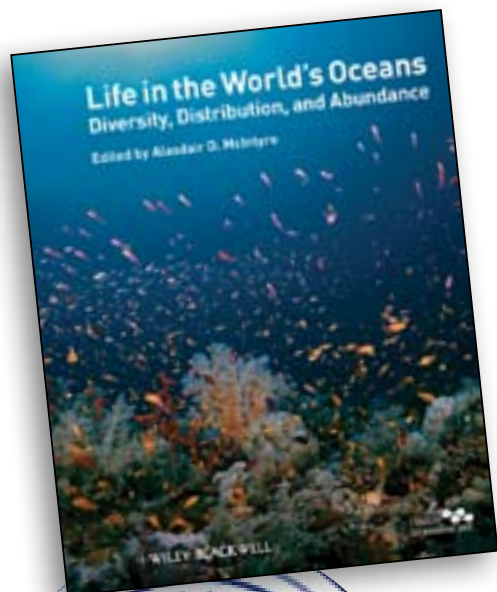
Dr. Albert Zomaya, Chair Professor of High Performance Computing and Networking and Australian Research Council Professorial Fellow in the School of Information Technologies, The University of Sydney, has received two prestigious IEEE awards for his commitment to developing resource allocation algorithms and protocols for parallel and distributed computing: the **IEEE Technical Committee on Scalable Computing (TCSC) Medal of Excellence in Scalable Computing**, and the **2011 Technical Committee on Parallel Processing (TCPP) Outstanding Service Award**. Dr. Zomaya is series Editor for the Wiley series on Parallel and Distributed Computing, the Wiley series on Bioinformatics (with Dr. Yi Pan), and the Nature-Inspired Computing series (with Dr. Mary Mehrnoosh Eshaghian-Wilner). He was also recently appointed Editor-in-Chief of the IEEE Computer Society's *Transactions on Computers*.

TITLE HONORS & AWARDS

Fifteen Wiley titles were honored at the annual **American Publishers Awards for Professional and Scholarly Excellence (PROSE Awards)** ceremony in Washington, D.C., on February 3, 2011, and **Wiley Online Library** won the **eProduct/Best Multidiscipline Platform Award**. The Award for Excellence in Physical Sciences & Mathematics went to ***Life in the World's Oceans: Diversity, Distribution, and Abundance***, by Alasdair McIntyre, which also won in the Earth Sciences category. The other winners, in their indicated categories, are:

- Archeology & Anthropology: ***An Anthropology of Biomedicine***, by Margaret Lock and Vinh-Kim Nguyen
- Biomedicine & Neuroscience: ***Targeting Protein for Kinases for Cancer Therapy***, by David J. Matthews and Mary E. Gerritsen
- Business, Finance & Management: ***One Report: Integrated Reporting for a Sustainable Strategy***, by Robert G. Eccles and Michael P. Krzus
- Chemistry & Physics: ***Molecular Orbitals and Organic Chemical Reactions***, by Professor Ian Fleming
- Education: ***Educating Nurses: A Call for Radical Transformation***, by Patricia Benner, Molly Sutphen, Victoria Leonard, and Lisa Day; and ***Educating Physicians: A Call for Reform of Medical School and Residency***, by Molly Cooke, David M. Irby, and Bridget C. O'Brien
- Mathematics: ***Bias and Causation: Models and Judgment for Valid Comparisons***, by Herbert I. Weisberg.

» continues

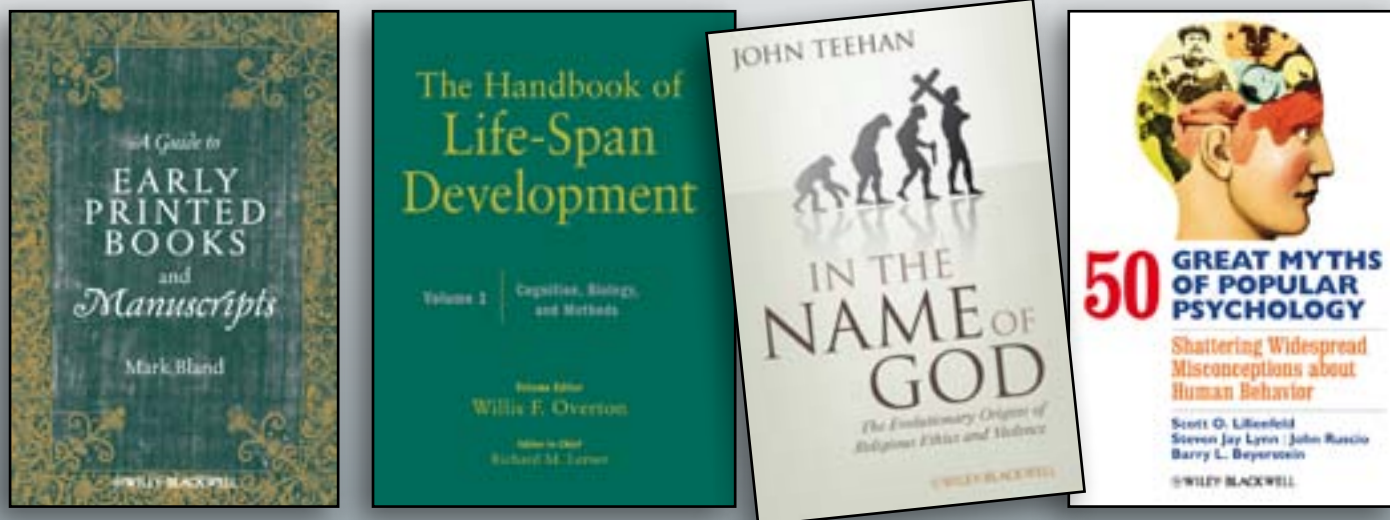


TITLE HONORS & AWARDS

» continued

Each of the following titles received Honorable Mention in its indicated category:

- Chemistry & Physics: [*Silver in Organic Chemistry*](#), by Dr. Michael Harmata
- Economics: [*Jimmy Stewart Is Dead*](#), by Laurence J. Kotlikoff
- Engineering & Technology: [*Mobile Intelligence*](#), by Laurence T. Yang, Agustinus Borgy Waluyo, Jianhua Ma, Ling Tan, and Bala Srinivasan
- Literature, Language & Linguistics: [*A Guide to Early Printed Books and Manuscripts*](#), by Mark Bland
- Multivolume Reference/ Humanities & Social Science: [*The Handbook of Life-Span Development*](#), by Richard M. Lerner
- Philosophy: [*In the Name of God: The Evolutionary Origins of Religious Ethics and Violence*](#), by John Teehan
- Psychology: [*50 Great Myths of Popular Psychology: Shattering Widespread Misconceptions about Human Behavior*](#) by Scott O. Lilienfeld, Steven Jay Lynn, John Ruscio, and Barry L. Beyerstein.





TITLE HONORS & AWARDS

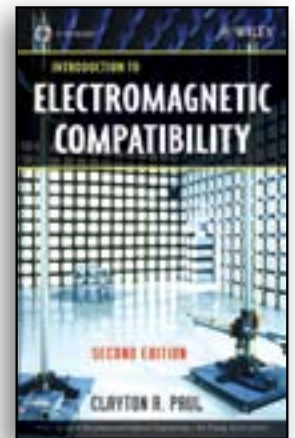
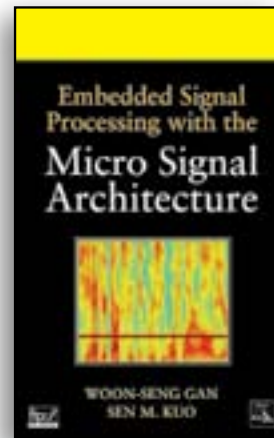
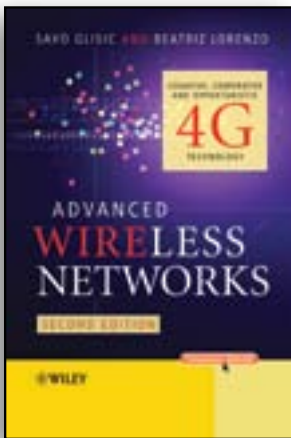
Twenty Wiley publications have been honored with 2011 APEX Awards for Excellence, sponsored by Communications Concepts in recognition of excellence in graphic design, editorial content, and the ability to achieve overall communications excellence. The award winners, in their respective categories, are:

- [*Natural Gas & Electricity*](#) – Grand Award, newsletters
- [*Project Management Journal*](#) – print excellence
- [*Environmental Quality Management*](#) – excellence in “green” publishing
- [*Bell Labs Technical Journal*](#) – excellence in custom publishing
- [*Bruce R. Hopkins' Nonprofit Counsel*](#) – excellence in financial and investment writing
- [*Alternatives to the High Cost of Litigation*](#) – excellence for most improved newsletter, to Russ Bleemer, editor
- [*Board & Administrator*](#) – excellence in newsletter writing, to Jeff Stratton, editor
- [*Campus Security Report*](#) – excellence in a newsletter produced by one or more persons, to Cynthia Gomez, editor
- [*Leader to Leader*](#) – excellence in writing, Magazines and Journals category, to Frances Hesselbein, editor
- [*Journal of Leadership Studies*](#) – excellence in design and layout, Magazines and Journals category, to William Pepicello
- [*Journal of Psychological Issues in Organizational Culture*](#) – New Magazines and Journals, to Charlita Shelton
- [*Alcoholism & Drug Abuse Weekly*](#) – excellence in feature writing, to Alison Knopf, editor
- [*Nonprofit Business Advisor*](#) – excellence in how-to writing, to Kelly Sullivan, managing editor
- [*Student Affairs Today*](#) – excellence in interviews and personal profile writing, to Claudine McCarthy, managing editor
- [*Leader to Leader*](#) – excellence in regular department and column writing, to Frances Hesselbein, editor
- [*Journal of Healthcare Risk Management*](#) – excellence in health and medical writing, to Theresa Zimmerman
- [*ENT Today*](#) (ENTT, published on behalf of the Triological Society) – two awards: Magapapers and Newspapers category, most improved; publication excellence in health and medical writing
- [*The Rheumatologist*](#) (THR, published on behalf of the American College of Rheumatology) – excellence in news writing.

TITLE HONORS & AWARDS

Intel Corporation has selected these four Wiley books for its **Recommended Reading List for Developers**, which the company has assembled as a resource for the continuing education of technical professionals who wish to explore key topics such as software threading, wireless technologies, power management, and others in depth.

- [*Advanced Wireless Networks: Cognitive, Cooperative & Opportunistic 4G Technology*](#), Second Edition, by Savo Glisic and Beatriz Lorenzo
- [*Designing for the Digital Age: How to Create Human-Centered Products and Services*](#), by Kim Goodwin
- [*Embedded Signal Processing with the Micro Signal Architecture*](#), by Woon-Seng Gan and Sen M. Kuo
- [*Introduction to Electromagnetic Compatibility*](#), Second Edition, by Clayton R. Paul.



[*Venous Thromboembolism: A Nurse's Guide to Prevention and Management*](#), by Ellen Welch, won the **Specialist Readership Award** at the **Medical Journalists' Association Open Book Awards 2011**, presented May 10 at the

Wellcome Library in London. In the words of the judge for this award, "this author manages the considerable feat of making VTE, which mainly means deep-vein thrombosis of the legs, and pulmonary embolism, an interesting subject." Another Wiley-Blackwell publication, [*The Use and Misuse of Psychiatric Drugs: An Evidence-Based Critique*](#), by Joel Paris, was highly commended by the judges.



[*Anjum's New Indian*](#) was included on the list of **Best Cookbooks of 2010** by *Epicurious*, a Condé Nast Digital publication. The book was rated the **Best Asian** cookbook, with author Anjum Anand cited for her "love and respect for spices."



[*Pig: King of the Southern Table*](#), by James Villas, was the winner in the **American Cooking** category at the **2011 James Beard Foundation Book Awards**, presented on May 6 in New York City.

IN MEMORIAM



Daniel D. McCracken, a pioneering author of best-selling computer books, passed away on July 30, 2011, at the age of 81. He had been suffering from cancer. After graduating with degrees in mathematics and chemistry from Central Washington University in Ellensburg, Washington, where he had grown up, Mr. McCracken went to work for General Electric in 1951, initially in the chemical engineering department and then in its computer center. In 1959, he founded his own computer consulting firm. Mr. McCracken's first book was the 1957 classic *Digital Computer Programming*, the first of 20 he published with Wiley. All told, Mr. McCracken wrote more than two dozen textbooks on computer programming, translated into 14 languages. His Fortran texts were among the earliest and best-selling programming-language books in publishing history, including *Guide to Fortran Programming* (1961), which sold 300,000 copies. He received a Masters of Divinity from the Union Theological Seminary in 1970, and went on to write on issues relating to technology and the church. From 1981 until the time of his death, Mr. McCracken taught in the computer science department of the City College of New York.



Dr. Alasdair McIntyre, a world-renowned Scottish marine biologist, passed away on April 15, 2010, at the age of 83, following a short illness. After earning his doctorate at Glasgow University, Dr. McIntyre joined the Aberdeen Marine Laboratory in 1951, where he conducted and led research on marine ecology, fisheries, and pollution, and also served as director. Retiring in 1987, he became emeritus professor of Fisheries and Oceanography at Aberdeen University. Dr. McIntyre held several other distinguished positions, among them director of fisheries research for Scotland, chairman of the United Nations Joint Group of Experts on Marine Pollution, and chairman of the International Council for the Exploration of the Sea advisory committee on marine pollution. At the time of his death, he had been anticipating the publication of the Wiley title *Life in the World's Oceans: Diversity, Distribution, and Abundance*, for which he had served as editor. A synthesis and analysis of the 10-year Census of Marine Life, bringing together the work of more than 2,700 scientists from 80 countries, the book won 2010 PROSE Awards in two categories. Dr. McIntyre was also the coeditor (with Anastasios Eleftheriou) of *Methods for the Study of Marine Benthos*, also published by Wiley and now in the third edition.