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**Volume 13, No. 1, Winter 2014**

## From the Executive Director's Desk

by **John Tagler**

I am happy to report that PSP held another successful conference during the first week of February. I always pray to the weather gods that we avoid the wrath of winter storms – especially this year when there’s hardly been a week without a major storm and travel chaos on the East Coast or in the Midwest. Miraculously we got through it, although things looked pretty threatening at the beginning of our conference week.

There were around 250 attendees at this year’s conference including our speakers. Our Planning Committee sought to retain what worked best at recent conferences and add a touch of diversity from what was done previously. From the evaluations we received, it appears that the committee achieved its goal. PSP owes a debt of gratitude to this large and dedicated group (see listing at the end of this article). It takes many months to plan and organize the program and I extend a special thank you to the committee for its tireless work. In this issue, Myer Kutz, *PSP Bulletin* Editor, shares his observations on the conference and pre-conference.

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## R.R. Hawkins Award Acceptance Speech

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Editor Barry Cooper summed up Turing’s lasting influence in an article on *Elsevier Connect* last June: “Turing’s influence and enduring impact came out of his vision. He didn’t merely pick up the technical baton some other clever mathematician had passed on. He thought things out from the bottom up.” This book is a tribute to that influence and as it set out to do, it demonstrates the tremendous value Alan Turing’s work has even today. And that is what sets the book apart from others, the commentary offers insights into the relevance of Turing’s work, contextualizing it in a contemporary setting and providing rich explanations of how and why Turing’s work remains seminal for a wide variety of fields.

We are privileged to accept the Hawkins Award, which recognizes outstanding scholarly works. Reginald Hawkins was dedicated and passionate about scholarly publishing and technology, and so it is fitting that editors Barry Cooper and Jan van Leeuwen are honored with this award. Both are prominent computer scientists and professors, who were determined to produce a unique and complex scholarly work. As they describe it in the Introduction, this is “a book to be read, to be dipped into

for pure pleasure, to be enjoyed and browsed in office, on train or bus, or accompanying the proposer to some distant scientific meeting...” They accomplished this and so much more. We congratulate them both and are thrilled that they will be the first to receive the \$10,000 cash prize as the winners of the award.

And, finally, to my Elsevier colleagues who worked on this book and who were invited (without knowing why) to a viewing party to watch this ceremony, streaming live: Well done everyone.

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Myer Kutz, Editor

**Editorial Contributors**  
Kate Kolendo, Sara Pinto, John Tagler

## Change and Innovation...Observations on This Year's PSP Annual Conference

by **Myer Kutz**

One of the more interesting and useful recommendations at the 2014 PSP Annual Conference (**Managing Innovation: Meeting the Challenges of Change**, February 5-7, Ritz-Carlton Hotel, Washington, DC) was made out of sight and hearing of most of the 250 attendees. The scene was the PSP Business Meeting, always a sparsely attended affair usually held in a small room a few but purposeful strides away from the main meeting rooms during the 45-minute so-called “networking break” on the morning of the conference’s first full day. I suspect that attendees skip the meeting because they imagine that attendance is somehow restricted and in any case the proceedings will amount to inside baseball of little interest to them. But after PSP Executive Director John Tagler and Executive Council Chair Patrick Kelly, Wiley, reviewed PSP’s 2013 activities and 2014 outlook, PSP stalwart Lynne Reiner, Lynne Reiner Publishers, shrewdly noted that holding the review during the business meeting was a missed opportunity and suggested that the activities ought to be communicated to attendees during a plenary session. Fran Zappulla, IEEE, the incoming PSP Executive Council Chair, looked like she was making a note of the recommendation. Had it been in effect this year, attendees would have heard about the journal half-life usage study, a research report on innovation and copyright, and a forthcoming industry employment survey, among other things.

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## From the Executive Director's Desk

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One of the highlights of the program is always the PROSE Awards luncheon. John Jenkins, the driving force behind the PROSE Awards, provides guidance and inspiration for the lively lunch and acts as MC. We owe him a huge debt of gratitude. And that also includes AAP staff member Kate Kolendo whose diligence and dedication are unsurpassed and ensure that the “big event” runs smoothly.

Sponsorships go a long way toward subsidizing the events and allow us to provide a high level of amenities to our attendees. Jack Farrell has single-handedly managed our sponsorship efforts for the past three years and has done remarkable work on PSP's behalf, reaching a new threshold in 2014. Also, I want to extend appreciation to our sponsors:

Access Innovations, Inc.  
Aries Systems  
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CrossRef  
Jack Farrell & Associates  
Publishing Technology  
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SPi Global

Last but not least, my thanks to Sara Pinto who orchestrates the conference and whose organizational skills and vast experience make things run smoothly.

It truly is a matter of teamwork and dedication, and I'm immensely appreciative for the wonderful teamwork on many levels.

### 2014 Program Planning Committee

Rebecca Albani (Bowker)  
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## Change and Innovation...Observations on This Year's PSP Annual Conference

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Lynne Reiner also moderated the last Thursday afternoon plenary session – on building ebook collections – with two librarian panelists, Sue Polanka, Wright State, and Teddy Gray, Duke. (A third panelist was unable to get to the session due to inclement weather.) At the outset, Reiner said she wanted the session to be interactive. The speakers did their part by keeping their remarks, delivered while they sat at a table and without PowerPoint, brief. Audience members, apparently recognizing an opportunity to interact with customers, cooperated by asking enough good questions to fill out the time profitably. The session was focused on advantages and problems of licensing ebook collections. According to the two librarians, such agreements are what faculty want, but the terms can be too complicated and restrictive, state-wide pricing formulae can seem unfair and negotiations can take too long.

Speakers in other sessions kept their presentations short, and even when that wasn't the case, there always seemed to be time for questions. In fact, the entire conference appeared to run as its planners intended. Every speaker was articulate and on point, and the video machinery, including a Skype transmitted presentation by hobbled and house-bound consultant Bryan Alexander, a panelist in Darrell Gunter's conference-closing innovations plenary, ran with few glitches, earning the Ritz-Carlton's technical monitor a well-deserved round of applause. There wasn't any wasted time. Most of the moderators noted that the program contained brief speaker bios and kept their introductions to a minimum, sometimes summoning a speaker to the microphone with no more than a name and a nod.

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## Change and Innovation...Observations on This Year's PSP Annual Conference

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semantic tools by the legal and intelligence communities. (My apologies to the moderators and speakers of the two concurrent sessions I didn't attend.)

As usual, the conference wasn't all work for the attendees. John Jenkins, PROSE Awards chair, put on his usual terrific show at the Thursday awards luncheon, with an unexpected filmed performance by Haysoos, AKA Jason Nichols, PhD, Professor of African-American Studies at UMD, who rapped the titles of PROSE entries, and a lovely film about Michael Thambynayagam, author of the magisterial *Diffusion Handbook*, which won the top prize, the R.R. Hawkins Award, two years ago. This year's Hawkins winner was *Alan Turing, His Work and Impact*, published by Elsevier and edited by S. Barry Cooper and Jan van Leeuwen. It contains a selection of Turing's remarkable papers which show the incredible range of his intellect. The added value of the book is that the papers are augmented with extended commentaries by a wide range of eminent practitioners, whose professional and personal lives have been deeply affected by Turing's greatness.

The conference does not run itself. In addition to the planning committee, the AAP's John Tagler, Sara Pinto and Kate Kolendo are responsible for the event's success. Jack Farrell, Jack Farrell & Associates, provided and spearheaded vital sponsorships. Thane Kerner, Silverchair, sponsored the Wednesday evening cocktail reception. When I told him I thought it had been a rousing success, he responded that it was because no one had interrupted the fun with a dreary speech. The hors d'oeuvres and the cheese tray were terrific, too, I said.

The Ritz Carlton is great venue, not only because of its food and other comforts. I like it that the hotel is a refreshing walk from Bistro du Coin, a favorite of mine. On the way up 22nd Street, I pass Books for America, a decent used bookstore. Near DuPont Circle, on my way back after dinner, there's Kramerbooks, which sells new books and has a lively café scene, and then Second Story Books, which sells not only used books, some of them collectors' editions, but also used CDs, mainly classical and jazz, the genres where I live. Of course, a year from now, one or more of these haunts of mine might no longer be there. Two years ago, for example, another favorite of mine, Melody Record Shop, on Connecticut Avenue up from DuPont Circle, closed after 34 years in business. And sure enough, when I got to Union Station, for the train trip home, I found that the place where I liked to have lunch, B. Smith's, had closed since my last Washington visit. Reviews of the place had been mixed, but I always enjoyed myself there – and I can be pretty demanding.

Nonetheless, I bring up the demise of the record shop and restaurant as a cautionary tale for publishers. For no matter how much value something, the day may come when it is no longer there for you. And if it's something you own, like your journals business, let's just say for argument's sake, you might find yourself in a battle to stop being forced to give it up. This is the position in which STM publishers find themselves. Still, I came away from the conference convinced that with all the initiatives publishers have underway, combined with their willingness to listen to customers and try innovative approaches, they are doing all they can to avoid a fate like some of my old haunts have suffered.

## R.R. Hawkins Award Acceptance Speech

Amy Pedersen, Vice President of Channel Marketing & Marketing Operations, Science & Technology Books, Elsevier

Thank you very much, Tom (and thank you to John Jenkins and all the judges). Elsevier is extremely proud to accept the R. R. Hawkins Award today for *Alan Turing: His Work and Impact*. As everyone in this room knows, publishing a book is certainly not the work of any one person; rather it is the result of a great team – and this is no exception. The editors, S. Barry Cooper and Jan van Leeuwen, the dozens of contributors, our publisher Cathy Sether, our editorial project manager and our production managers, spent countless hours on this project. An extensive amount of research, development, writing and editing went into producing a very high-quality book.

Dr. Turing is widely recognized as the founder of computer science and artificial intelligence. In 2012, the world celebrated his life and work at the centennial of his birth. *Alan Turing: His Work and Impact* is a volume that pays tribute to his thinking by tapping “a wide spectrum of responses to Turing” as the editors noted in the book's introduction “people were touched in many different ways by this strangely appealing man.” The many scholars contributing to the book wrote about Turing's impact on mathematics, computer science, computing, informatics, philosophy, morphogenesis, as well as the greater world of science.

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## Change and Innovation...Observations on This Year's PSP Annual Conference

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One moderator, Jennifer Crewe, Columbia University Press and a member of PSP's Executive Council, veered away from such minimalism, however. (A session the next day, moderated by Brian Scanlan, Thieme, also a Council member, actually featured a few brief jokes – and it's not too often these days that you hear a joke during an introduction or hear a presentation start with a joke.) In any case, Crewe's session on MOOCs struck me as one of the conference's more entertaining ones. The themes here seemed to be that while there is great skepticism about MOOCs, major research universities, like Georgia Tech and MIT, have been using them to rebrand themselves as teaching institutions. Big state systems are perfect MOOC launching pads as well. Using carefully chosen faculty members, big-time schools are moving higher education online, particularly certificate and Master's programs (which have always been cash cows), not necessarily with MOOCs, but with MOOC-like substances responding to the new interactive ways students learn. These activities may be disruptive to smaller schools, libraries and publishers, especially small university presses. But other disruptions are being dealt with – simultaneously. (Think open access and open educational resources.) And there may be good news in the future: MOOCs don't have to be free. They're a world-wide phenomenon, and there well may be money to be made with large numbers of four-to five-dollar course packs, for example. In addition, it may not come down to a single MOOC per subject, and schools will likely find that doing MOOCs and other forms of online education on the cheap won't work.

Other conference sessions focused on initiatives publishers have been undertaking – and continue to undertake – to deal with such familiar disruptions as technology, the open access movement, possible upcoming review of the Copyright Act and government mandates for public access. While Philip Ruppel, McGraw-Hill, talked in general terms about reimagining the essentials of publishing, as he put it, other panelists – Richard Brown, Georgetown University Press; Gary VandenBos, American Psychological Association; Catherine Wolfe and Anna Salt Troise, both Wolters Kluwer; Alicia Wise, Elsevier; Steven Hall, IOP Publishing; David Ross, SAGE; Wim van der Stelt, Springer; and Sarah Tegen, ACS – covered particular efforts underway within their organizations. Their presentations were sprinkled throughout sessions moderated by Joe Esposito (on publishing's future in 2019), Alicia Wise (on cooperatively responding to mandates for public access), Brian Scanlan (on implementing open access programs) as well as Darrell Gunter's aforementioned innovation session.

A conference attendee had to come away with the idea that publishers are taking on challenges with gusto and a spirit of cooperation. Alicia Wise's session on public access featured presentations by Howard Ratner, CHORUS (Clearinghouse for the Open Research of the United States); Carol Anne Meyer, CrossRef and Susan King, ACS and Chair, CHORUS Board of Directors. They talked about the need for publishers to join more than 100 signatories to the CHORUS pilot project (which publishers have developed in response to the February 2013 Office of Science and Technology's memo dealing with public access to and preservation of journal articles reporting on government-funded research) and FundRef which identifies funding agencies and grant numbers in journal articles that report on funded research findings. Of course, government agencies have to be willing to use CHORUS implementation to identify and deliver appropriate articles from publishers' websites. CHORUS technology is offered at no cost to the agencies and avoids the agencies' need to build and maintain another article delivery system, thus saving money to be used for research rather than duplicating an existing infrastructure. Mark Martin, US Office of Scientific Technical Information of the Department of Energy, spoke about that agency's current participation in a CHORUS pilot.

There's always work for lawyers and consultants in the swirl of activities in legislatures and in combating such bad actors as pirate websites. The session moderated by Scott Klebe, CCC, featured the venerable Mark Seeley, Elsevier, who spoke about key PSP member legal issues having to do with libraries, digital use and rights, and contracts. David Weinreich, a government affairs consultant to AAP and STM, covered the challenging federal landscape as well as some very active state legislative scenes (Illinois, California and New York), with emphasis on such issues as copyright reform, institutional repositories and public access. M. Luisa Simpson, AAP's Executive Director, International Copyright Enforcement and Trade Policy, talked briskly and comprehensively about piracy. While all three delivered informative, persuasive presentations, I kept remembering the fire and brimstone of AAP's General Counsel, Allan Adler, who often holds forth at the conference.

As if all of the above weren't enough, I also heard presentations in Darrell Gunter's closing session by Marcia Allan, BioTech Solutions Enterprise Group, about the clever ways her company gets researchers to use gamification for content aggregation, and Steven Toole, Content Analyst Company, about the heavy usage of

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## 2014 PSP/EIC Pre-Conference Report

The organizers of the 2014 PSP/EIC Pre-Conference (**Expanding Your Markets on a Global Basis!**, Wednesday, February 5th, Ritz Carlton Hotel, Washington, DC)–Darrell Gunter, of Gunter Media Group, and John Purcell, of TAEUS/PatentBooks - packed the five hours of actual running time. There was a keynote (Thane Kerner, Silverchair), a wrap-up (Jay Flynn, Wiley), a third individual talk (Ric Hirsch, Hirsch IP Solutions, on **Monetizing Digital Piracy**) just before the lunch break, plus four 45-minute sessions with moderators and panelists (on international sales and culture; offshoring technology; strategic alliances and partnerships; and social media and workflow tools). All told, 15 people appeared on stage, several more than once. Of the fifteen, eight were from publishers and seven from organizations that serve the publishing business in one way or another. The coffee and lunch breaks may have been shorter than those at the full conference, but the program seemed well-paced to me. I thought that attendees got their money's worth.

Here is a summary of the presentations:

Emerging economies, led by China and India, with four times the number of people as in developed countries, are the principal growth market for STM publishers. Higher education growth is twice that of developed countries, Internet use is growing faster (albeit from a smaller base) and there is growth in innovation, R&D expenditures, journal papers and patents. Still, investments in healthcare and education need to continue to grow for emerging economies to compete with developed countries. For publishers, while growth opportunities exist, there can be volatility in new international markets, there are costs of going into new markets and once in those new markets different cost structures might need to be deployed.

Regions can present unexpected complexities. The Middle East, for example, is not a single entity. Nevertheless, it should not be ruled out. Turkey, Iran, Saudi Arabia and Qatar are putting greater emphasis on technology. Unfortunately, it can be very difficult to find a suitable partner or agent, and licensing agreements are seen as too complex.

US-based STM publishing is becoming more and more global. For example, over 60% of the American Chemical Society's authors and usage are from outside North America. To make sales internationally, McGraw-Hill uses a mix of direct sales and sales agents in over 20 countries. Their digital products are offered at discounts based on a country's GDP. And STM publishing continues to go digital. ACS's business is already 98% digital.

While content needs to be sophisticated, it has to be produced quickly and delivered at low cost. The advantage of outsourcing content production – better results at lower cost – depends on collaborative partnerships between publishers and offshore vendors. Synergy between publishers and vendors has shifted over time. As vendors have become full service operations, for example, production editors in publishing houses have become developmental editors. Vendors have to understand their customers' needs; of course they have to provide better products at lower cost, but a key metric is shortening time to market.

When it comes to forming alliances and partnerships between entities, there are several important questions that must be dealt with. In the first place, what should your organization be looking for from a deal with another party? You have to recognize that there can be asymmetry of information between two parties. If you're setting up a joint venture, how should it be run? Should your organization have a separate fund for joint ventures? Above all, an alliance or a partnership has to be strategic in the sense that it has to line up with your organization's overall strategy.

When it comes to using social media to engage and connect content creators and consumers, organizations have to employ different strategies, tactics and policies across multiple channels. On the flip side of the digital environment is the digital piracy landscape, inhabited by purposeful pirates and casual pirates, who can access infringing content on cyberlockers, some of them operating illegally. Enforcement is very difficult. The game is to find and motivate consumers among downloaders to become paying customers.

At the end of the day, there is a strong demand for what STM publishers disseminate. Key to profitably satisfying the demand include publishing globally but marketing locally, accelerating digital growth and innovation, and changing customer perceptions by adding recognizable value for researchers, societies, institutions and corporations.

Moderators were: Sami Hero, Wolters Kluwer; Rich Kobel, Scope eKnowledge Center; Darrell Gunter, Gunter Media Group; and Jay Flynn, Wiley. Panelists were: Nigel Fletcher-Jones, The American University in Cairo Press; Brandon Nordin, ACS; Jill Reese, McGraw-Hill; Mark Gross, Data Conversion Laboratory; Roger Kasunic, McGraw-Hill; John Wheeler, SPi Global; Michael Cairns, Publishing Technology; Joseph J. Esposito, Processed Media; and Melissa Blaney, ACS

## **ALAN TURING: HIS WORK AND IMPACT Wins 2013 R.R. Hawkins Award**

**A** *lan Turing: His Work and Impact*, initiated and published by Elsevier and edited by S. Barry Cooper and Jan van Leeuwen, won the 2013 R.R. Hawkins Award, the top honor at the 38th annual PROSE Awards. Celebrating the centenary of Turing's birth, *Alan Turing: His Work and Impact* is a fitting tribute to the life of the legendary mathematical and scientific genius, considered to be the father of theoretical computer science and artificial intelligence.

This year, for the first time in its history, the Hawkins Prize authors received a cash award of \$10,000 endowed by the Association of American Publishers' Professional and Scholarly Publishing Division (AAP/PSP).

The PROSE Awards were presented on February 6th at the PSP Annual Conference in Washington, DC. In addition to the awards presentations, the documentary "A Holy Curiosity: The Mind of a Scientist Author" made its premiere. The film profiles 2011 R.R. Hawkins winning book *The Diffusion Handbook: Applied Solutions for Engineers* (McGraw-Hill) and its author Michael Thambynayagam.

The five PROSE Awards for Excellence, recognizing outstanding works across the Humanities, Social Sciences, Physical Sciences & Mathematics, Biological & Life Sciences, and Reference Works were presented to:

- HarperCollins Publishers for *Kansas City Lightning: The Rise and Times of Charlie Parker* by Stanley Crouch (Humanities)
- Cambridge University Press for *The Body in History: Europe from the Paleolithic to the Future* edited by John Robb and Oliver J.T. Harris (Social Sciences)
- Elsevier for *Alan Turing: His Work and Impact* edited by S. Barry Cooper and Jan van Leeuwen (Physical Sciences & Mathematics)
- The MIT Press for *The Neural Basis of Free Will: Criteria Causation* by Peter Ulric Tse (Biological & Life Sciences)
- Elsevier/Academic Press for *Epigenetic Regulation in the Nervous System: Basic Mechanisms and Clinical Impact* edited by J. David Sweatt, Michael J. Meaney, Eric J. Nestler and Schahram Akbarian (Reference Works)

The complete list of 2013 PROSE winners can be found on [www.proseawards.com](http://www.proseawards.com).

## **The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers Books Committee Presents...**

### **Professional, Scholarly & Academic Books: The Basic Boot Camp**

Friday, May 16th, 2014, 9:00am-5:00pm

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If you have less than three years' experience with professional, scholarly and academic book publishing this course will provide an overview of the industry. Or, if you have spent most of your career working in one aspect of PSP publishing and want to learn about other PSP job functions, you should attend.

This intensive day-long seminar will help professionals gain perspective on the changes sweeping the scholarly and professional publishing industry. The session will offer a comprehensive overview of the basics.

Topics to be addressed include: Acquisitions, Marketing, Sales, Production and Finance

If you want answers to the following questions then this is the course for you:

- What Is Professional and Scholarly Publishing (PSP) and how does it differ from Trade, Higher Education and El-Hi publishing?
- Where do books come from, and how do we ensure their quality? Who manages authors? What is peer review?
- How does producing an e-book differ from a print one? How does a manuscript become a book? How to manage budgets, schedules and workflow?
- What goes into an effective marketing plan? How to identify customers, what do they need and how to reach them?
- What are the primary sales channels and how are they changing?
- How to read a P&L and other key financial documents? Learn how to understand the key indicators of a successful book.

Moderated by:

**Gregory M. Britton**, Editorial Director, The Johns Hopkins University Press

Speakers:

**Matt Conmy**, Senior Sales Director, Global Books & Journals, Springer Publishing Company, LLC

**John A. Jenkins**, President and Publisher, First Street by CQ Press

**Gita Manaktala**, Editorial Director, The MIT Press

**Beth Schacht**, Director of Marketing, McGraw-Hill

**Linda Secondari**, Creative Director, Global Academic Business, Oxford University Press

**Christopher Straub**, Deputy Executive Director, GeoScienceWorld

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For more information visit <http://publishers.org/psp/seminars/>.

For more information on all PSP events contact Sara Pinto at [spinto@publishers.org](mailto:spinto@publishers.org).