

New Dimension/Ideas to bring Ian Donald Publishing Program to the New Heights

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How to cite this article: Vij JP. New Dimension/Ideas to bring Ian Donald Publishing Program to the New Heights. Donald School J Ultrasound Obstet Gynecol 2013;7(3):349-351.

Source of support: Nil

Conflict of interest: None declared

What exactly is the role of a publisher in scientific publishing? After all he is not the subject expert. In real life a Cardiologist would not have as much information and knowledge about Urology as a trained Urologist would have. So how can a medical publisher know everything about Cardiology and Urology and Neurology and Obstetrics and Gynecology and all the Health Science streams and Medical Specialties? Not possible! As a nonexpert how does a publisher operate and coexist with specialists as an important service provider?

- Connect with the Peer Group. As a publisher we maintain an advisory board of specialists for each specialty. Without revealing the name of the author to the reviewer and the reviewer's name to the author, we get the standards, authenticity, and the depth of the article (or the chapter) double checked for its value to the journal/book. The plagiarism if any is checked by a publishing software. Such findings are shared with the Chief Editor or the General Editor. The General Editor of the Journals or the book is always the leading KOL (Key Opinion Leader) of the specialty. Hence, the buck stops at him/her. A publisher therefore plays the role of an efficient co-ordinator. He is the conductor of the entire process of putting an issue of a journal or the chapters of a book together, however, always under the expert guidance of the KOL.
- Publisher as a Bumblebee. What does a bumblebee do? It travels from one flower to another carrying the pollen with it. As a result the bumblebee makes sure that the entire garden blooms with life, color and fragrance. As a publisher, our job is to reach out to all the KOLs of the specialty. This we have done it over a period of several years. The experience hence is the key to the art of publishing. As a publisher we have been attending all the major meetings and conferences in the field of Obstetrics and Gynecology in India and around the world. In India we are the official publisher of the FOGSI (The Federation of Obstetrics and Gynecology Societies of India). The knowledge of all these senior practitioners is then put together in the form a periodical or a book. This knowledge in its deliverable form then is lapped up by the keen minds and the inquisitive practitioner. All the new learners of the specialty are driven by the self-initiated need of getting authoritative, dependable and latest knowledge in their field. The mutual respect in the peer group drives this hunger and quest for knowledge among the newer learners. The publisher hence plays the role of a catalyst, a provider, a bridge between the KOL and the newer learner, a delivery mechanism in this need of insatiable hunger for knowledge.
- A Picture says a Million Words: Medical science cannot be taught without real pictures of normal and abnormal conditions. The schematic diagrams help in the learning of anatomy and physiology of various parts of the human body. The ultrasound image has to be just perfect. Little more black or a little more white and the details are lost and the ultrasound image becomes meaningless. The quality of image has to be good and it should also be printed with total perfection. In case of bad printing, there have been occasions when at Jaypee we have rejected the entire printed lot as we were not satisfied with the printed images. The printing of Medical books/journals hence can only be done by the best printers. Jaypee works with only the best, even the second best does is not allowed to walk into Jaypee's office. 3D/4D sonography actually makes the depiction so clear that you can even study the expressions of a child in the womb. The DVDs with voice-overs makes the learning so easy for the student and the newer practitioner. We as a publisher make sure that each and every picture is clear, each and every image is sharp and every schematic diagram teaches what it wanted to teach. Every flow chart, every graph, every table makes the conceptual teaching and learning easier and better.
- BLAD (The Book Layout and Design). This is the publisher's zone. This is where the publisher plays a role. This is where the specialty expert actually looks up to the publisher to play his role.
 1. Make sure that the text, font and the style of the text is readable according to the level and the standard of the targeted readership. Double column or single column layout is decided by the proposed readership and the inputs of pictures, diagrams, etc.

2. The sentences should be short and crisp and the reader does not have to sway his head from left to right and again right to left in an effort to understand the meaning of the sentence. The scientific expert may not be necessarily the master of language also. The language editing is hence the forte of the publisher. Without touching the essential key scientific word or expression, to make sure that the process of learning is completed. This is much easier said than done. The experience hence again plays an important role.
 3. It is not easy for a good language editor to understand difficult scientific terms. It is only with years of experience that of editing medical manuscripts that a language editor gets in to the flow of medical language description. A book like Chabner's 'Language of Medicine' is a great teacher of the subject to an editor. Jaypee has its own in-house editorial style guide for the editors to follow. As the providence and chance would hold, most of Jaypee's key full time medical editors are Postgraduates in Obstetrics and Gynecology. So in the field of Obs and Gyne we do not have to look out further and go back and forth with the author to understand what he or she is trying to say. We have the resources within the four walls of our office in the field of Obstetrics and Gynecology.
 4. The pictures, diagnostic images, schematic diagrams, graphs, tables, flow charts need to be perfect in their design element, sharpness part and pedagogical objectives. This objective has to be achieved before the manuscript goes out to the layout and design stage. Once at the design stage, the text and other elements have to be synchronized and presented in such a way that even an average learner does not have to stress too much to understand the message of the author. Outside of the text, all other elements on the page of a book enhance its pedagogical quotient. This is what we think is the real value addition which is carried out by the 'Publisher'. We constantly thrive to add value to a periodical or the book and endeavor to raise its benchmark.
 5. 'Don't judge the book by its cover.' But then how else would you? Of course the affiliations of the author of a scientific book are its main attractions for a prospective buyer. The cover of the book plays a very vital role in the selection and choice of its selective buyer. The medical subject is such that you end up putting up gory pictures on a nice colorful paper and board. However, we are constantly thriving to make the covers nice, attractive, catchy, a perfect blurb (back matter), key contributors and KOL's highlighted. The design element of the layout too plays a very important role. The windows of scientific pictures play another important role and reveals to the prospect as to what to expect from the book. Cover designs have so much subjectivity and esthetics to its creation that we are never satisfied with a design. The room for improvement is always there. We are planning to create a special brand for the Donald School by designing covers of its books which would appear like a family—a brand which stands out and is visible from a distance.
 6. With a passage of time, a learning and teaching DVD has now become essential. We plan to include it in every book from Donald School.
 7. We need to publish books in the old age problems, e.g. umbilical cord entanglement and many other known complications faced by the practitioners on every day basis.
 8. The newer ideas of publishing could be in the field of Fetal Anomalies—Color Atlas and Text, Congenital Diseases, Fetal Arrhythmias, 3D and 4D Ultrasound in Infertility, Color Atlas of Fetal Echocardiography.
 9. A simple book like Ultrasound in Obs and Gyne for beginners with a step-by-step DVD.
 - Sales and Distribution: With 20 offices in India and a special sales and distribution arrangement in each and every country of Asia and Africa we have perhaps the largest sales and distribution network of medical books. Our offices in London, Philadelphia and Panama make sure that we reach out to the KOLs and the customers in South and Latin America, North America and the entire Europe. We partner with the pharmaceutical companies to maximize our reach to each and every doctor. We are present in each and every major medical conferences and meetings on Obs and Gyne around the world, to sell our books and journal subscriptions. Our sales team visits the major teaching and nonteaching hospitals to sell books and journal subscriptions.
 - Enthusiasm and Exuberance. Without these traits publishing does not happen.
 - My Personal Values, Dedication and Driving force.
- Today our planet earth is besieged by the problems of rapidly deteriorating ecology and booming human population. The future of the earth is safe if we help in

having a very healthy woman and child in our society. If we want health and care for a mother and her child, we actually need fewer children for a woman to bear. She can not suckle too many. Too many would mean lesser health for both mother and child. Too many would mean lesser food, lesser potable water and lesser health care for all.

If you want more available clean water per capita, you need fewer people on earth. If you want to decrease vehicle emissions, you need fewer drivers on the road. If you want oceans to replenish their fish, you need fewer people eating them. We are sitting on the brink while our industry leaders are discussing solar and nuclear power to light the earth. Ozone depletion, lack of water and pollution are not diseases, they are the symptoms. The disease is overpopulation. And unless we face world population head-

on, we are doing nothing but more than sticking a Band-Aid on a fast growing cancerous tumor.

While it is the duty of the doctor to help infertile couples to become parents, it is also their duty to help the community to control its exploding population. I strongly believe that it is only your community which can bring this shift through awareness, education and care for the masses. Guiding the leadership toward a political will is not easy but someone has to do it... Only you can save our planet.

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