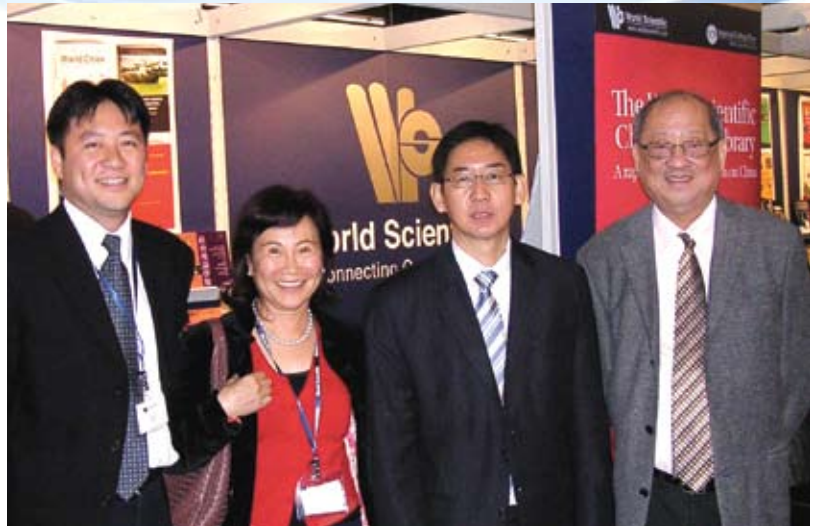




Frankfurt Book Fair

Dr Phua Kok Khoo, chairman of World Scientific Publishing and Imperial College Press, envisions that China and Chinese culture, of which science and technology are also major components, will have a far-reaching impact on the world in the next 20 to 50 years. He puts his vision into initiatives, bringing China and Asia into the global limelight.

Dr Phua Kok Khoo (extreme right), chairman of World Scientific and Imperial College Press, together with Mr Max Phua (extreme left), executive director, and Mdm Doreen Liu (in red), managing director, receive Mr Jacky Foo Kong Seng (second from right), Singapore's ambassador to Germany, at the World Scientific exhibit zone at the Frankfurt Book Fair 2009.



A CULTURAL DIPLOMACY

World Scientific Engages China and Asia with the World

China made an impressive presence as the Guest-of-Honor at the Frankfurt Book Fair 2009, which was held from October 14 to 18, 2009. In what has been widely seen as a successful cultural diplomacy, China – an emerging economic superpower – wields its “soft power” to promote and open itself up culturally.

The chairman of World Scientific and Imperial College Press, Dr Phua Kok Khoo, rationalizes that Asia can come together in an integrated effort – through the publishing media – to further promote Asian culture, arts and literature, and advance Asia's scientific research and technological innovations into the world.

With this vision in mind, an idea proposed by Dr Phua several years ago aims to propel Asia's publishing onto the world's stage.

STRENGTH CONSOLIDATING

A few years back, Dr Phua floated an idea to Mr Xiang Anquan, editor-in-chief of Science Press, Beijing, of establishing an association as a platform to protect the interests of Asia Pacific publishers, helping them build international relations and collaborate with the U.S. and European publishers on equal footing.

Fast forward to October 15, 2009 when Dr Phua's idea sprouted into reality at the Frankfurt Book Fair. At the first preparatory meeting which he co-chaired with Mr Xiang Anquan, Dr Phua explained to the member audience the draft constitution of the soon-to-be-established Asia Pacific Association of Scientific, Technical and Health Sciences Publishers (APSTH).

Currently, there are 19 initiating members – 13 publishers from China, two from Japan, two from India and one each from Singapore and Thailand. Plans are in the pipeline to inaugurate the association in 2010.

PUBLICATION PARTNERSHIP A Confidence Boost for China

A close observer of the rising China, Dr Phua – who frequently writes and contributes op-ed articles to the local press in Singapore – knows the playing field of the international publishing industry like the back of his hand. In his commentary published on October 22, 2009, in *Lianhe Zaobao*, Singapore's flagship Chinese daily, Dr Phua crystallized his thoughts that the Asia-Pacific countries, including China, need to establish collaborative alliances to project Asia's voice and proliferate Asia's influence in the West, which has been dominating the world in the 19th and 20th centuries.

A new China was founded 60 years ago – the first 30 years being the stabilizing period of its political regime, while the subsequent 30 years were a period of reform and opening up. The growth of its so-called soft power and cultural export has occurred only in the last 10 years. Confidence building is, thus, what China needs in order to go global in publishing – this is a fact of paramount importance as recognized by Dr Phua. That sounds the gong for China.

Before the turn of the 21st century, World Scientific had made inroads into the Greater China region with the setting up of its Hong Kong office in 1994, followed by Taipei in 1995, Shanghai in 2003, Beijing in 2004 and Tianjin, the latest establishment, in 2008. In promoting the international community's knowledge and understanding of China through the years, World Scientific has kick-started various initiatives and forged landmark publishing collaborations. The role of a cultural bridge is one that World Scientific plays perfectly, transcending language barriers and expanding the reach of its publications, so that many others can benefit from China's wealth of knowledge and information, and vice versa.

Important Acquisitions

World Scientific has successfully acquired two new important book books — *Fifty Years of Bardeen, Cooper and Schrieffer* and *Fifty Years of Anderson Localization* — which provide insights into the technologically important discoveries that have had a monumental impact on mankind.



Professor Elihu Abrahams



Professor Leon Cooper

Bringing Forth Fresh Perspectives from 50 Years Ago

Fifty Years of Bardeen, Cooper and Schrieffer is edited by Professor Leon Cooper, a 1972 Nobel Laureate in Physics, and Assistant Professor Dmitri Feldman of Brown University. This book presents the complete theory of superconductivity — a phenomenon where the electrical resistance of some metallic materials suddenly vanish at temperatures near absolute zero. Fifty years ago, in 1957, John Bardeen, Leon Cooper and J. Robert Schrieffer finally pieced together the puzzle of superconductivity, explaining in detail its mechanism and the associated effects. The BCS theory, named after the three scientists, won Prof Cooper the Nobel Prize in Physics in 1957, which he shared with J. Robert Schrieffer and his teacher, John Bardeen. The book will be launched in Spring 2011.

Fifty Years of Anderson Localization, edited by Professor Elihu Abrahams, director of the Center for Materials Theory at Rutgers University, features the work of another Nobel Laureate, Prof Philip W. Anderson. This is an invaluable volume which provides both a historical perspective on the origins of Anderson Localization in disordered systems as well as a comprehensive description of its application in various areas. The concept of Anderson Localization introduced in Prof Anderson's pioneering paper half a century ago in 1958, later sparked the study of complex systems and spawned a wide variety of interdisciplinary research. He was awarded the Nobel Prize in Physics in 1977. The book will be launched in Summer 2010.

Imperial College Press Spotlights Pioneering Works of the Founder of Protein Engineering

Imperial College Press is set to bring another eminent author on board. This time it is the world-renowned Professor Sir Alan Fersht, one of the world's greatest protein chemists and founder of protein engineering. He is the first to apply site-directed mutagenesis to analyze the structure and activity of proteins.



Professor Sir Alan Fersht

Sir Alan Fersht — Herchel Professor of Organic Chemistry at the University of Cambridge and director of the Medical Research Council's Centre for Protein Engineering — will unveil his original scientific articles written over 40 years of his illustrious career, during which he received numerous awards and accolades.

The book, *Selected Papers of Sir Alan Fersht*, compiles his oft-cited classic papers written at the interface of chemistry and biology in the fields of enzymology, protein folding, and protein engineering.

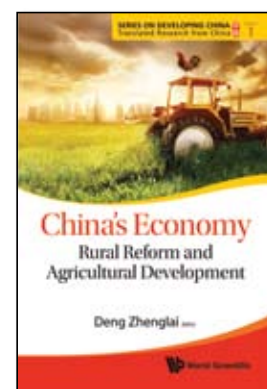
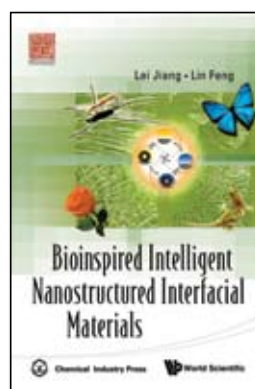
Interlaced with Sir Fersht's personal insights and his learnings from some of the legendary scientists at the MRC, this book, also a personal scientific history, will be enlightening and inspiring for students and scientists alike. Co-edited by Sir Fersht and Prof Qinghua Wang of Baylor College of Medicine, USA, the book will be published in Fall 2010.

Cont'd from Page 1

Riding on the highly-anticipated publicity blitzkrieg at the Frankfurt Book Fair where China was in the spotlight, World Scientific and Shanghai Century Publishing Group (SCPG) jointly launched the English translation of the "Developing China" series with its first volume entitled *China's Economy — Rural Reform and Agricultural Development*. Also making its global debut at Frankfurt was *Bioinspired Intelligent Nanostructured Interfacial Materials*, which is a collaboration between World Scientific and China's Chemical Industry Press (CIP).

The "Developing China" series — originally written in Chinese — is an outstanding collection of articles written by prominent native Chinese scholars of humanities and social sciences within the last 30 years. The book series editor is Professor Deng Zhenglai, a distinguished academic and dean of Fudan Institute for Advanced Study in Social Sciences (IAS-Fudan). The first volume on the theme of rural reform and agricultural development will open a new chapter on the internationalization of Chinese social sciences, offering academic inquiries into the Chinese success story.

Nanomaterials research in China is a fast-growing and advanced field, but many research-related publications, which are originally written in Chinese, have yet to receive international attention. Hence, the co-publication of



Bioinspired Intelligent Nanostructured Interfacial Materials, which is an English translation, could not be more timely. This book — co-authored by Lei Jiang from the Chinese Academy of Sciences and Lin Feng from Tsinghua University — offers novel ideas, new theories, and cutting-edge methodologies for nanomaterials research by studying nature, mimicking nature and going beyond nature.

Imperial College Press, in association with the Institut Curie, the Ecole Supérieure de Physique et de Chimie Industrielles (ESPCI), Paris, and La Fondation Pierre-Gilles de Gennes, hosted an evening of cocktails and conversation to celebrate the launch of the two-part volume, *P.G. de Gennes' Impact on Science*. As part of the "Series on Directions in Condensed Matter Physics", the volumes highlight the definitive papers of the late Pierre-Gilles de Gennes along with commentary by renowned experts and de Gennes' contemporaries.

The editors of the book, (from left to right) Julien Bok, Francoise Brochard-Wyart and Jacques Prost, who were instrumental in drawing out the essence of De Gennes' work.



The Far-Reaching Impact of Pierre-Gilles de Gennes' Work

Held on November 3, 2009, at the Institut Curie in Paris, the venue of the book launch could not be more apt as de Gennes once worked there and conducted research on cellular adhesion and brain function.

The book's editors, Julien Bok, Jacques Prost (ESPCI ParisTech), Francoise Brochard-Wyart (Institut Curie and University Paris VI) and the assistant editor, Jacqueline Bouvier (ESPCI ParisTech), were in attendance at the champagne reception and provided other guests with anecdotes about the life and times of the favorite son of French physics. Also among those invited were France's premier condensed matter physicists and Nobel prize-winning scientists.

The volumes cover the key fields for which de Gennes was renowned: solid state (magnetism and superconductivity), macroscopic

random media and percolation, supersolids, liquid crystals, polymers, adhesion and friction, and biophysics. The first volume is dedicated to solid state and liquid crystal physics. The second volume deals with soft condensed matter and biological physics.

Pierre-Gilles de Gennes was awarded the Nobel Prize in Physics in 1991 "for discovering that methods developed for studying order phenomena in simple systems can be generalized to more complex forms of matter, in particular to liquid crystals and polymers." After receiving the Nobel prize, de Gennes visited high schools across France over the course of three years, communicating to the youths his passion for science, and delivering lectures on science, innovation and common sense. He died on May 18, 2007.

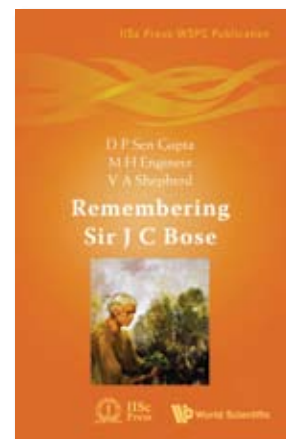
Remembering the Great Scientist Who showed Plants have Feelings

Come December 9, 2009, World Scientific, in association with the Indian Institute of Science (IISc), will launch *Remembering Sir J C Bose* – the much-anticipated biography of Sir Jagadish Chandra Bose, one of India's most eminent scientists.

The book launch, scheduled at 4pm, will be held in the Faculty Hall at the Indian Institute of Science in Bangalore, India. Gracing the event as the chief guest is Professor C N R Rao – one of the world's foremost solid state and materials chemists. Prof Rao – currently the Linus Pauling Research Professor at the Jawaharlal Nehru Centre for Advanced Scientific Research and Honorary Professor at the Indian Institute of Science – is also a World Scientific author. Among the invited guests to the book launch are academics and visiting professors from IISc and other universities in Bangalore, members of the Indian Academy of Sciences, librarians, the media and of course, the three authors of this book – Professor Sen Gupta, Professor Meher Engineer and Dr V A Shepherd.

A physicist, a plant electrophysiologist and one of the first few biophysicists in the world, Sir J C Bose was one of India's great scientists who introduced Western science into India. He was the first to prove that plants and metals too have feelings, and he invented wireless telegraphy a year before Marconi patented his invention.

The year 2008, in fact, marked his 150th birth anniversary. Although *Remembering Sir J C Bose* is published a year later, it is a landmark publication that celebrates his scientific legacy.



New Notable Titles

PHYSICS



P. G. DE GENNES' IMPACT ON SCIENCE Volume I: Solid State and Liquid Crystals Volume II: Soft Matter and Biophysics

edited by **Julien Bok** (ESPCI ParisTech, France),
Jacques Prost (ESPCI ParisTech, France) &
Françoise Brochard-Wyart (Institut Curie,
France & University Paris VI, France)

This publication, in two volumes, is devoted to the scientific impact of the work of Nobel Laureate, Pierre-Gilles de Gennes, one of the greatest scientists of the 20th century. It covers the important fields for which de Gennes was renowned: solid state (magnetism and superconductivity), macroscopic random media and percolation, supersolids, liquid crystals, polymers, adhesion and friction, and biophysics.

The book brings together internationally renowned experts to contribute their perspectives on the significance of de Gennes' works. They have each selected a definitive paper, which gives the state of the field at the time the paper was published, highlights the paper's importance and provides an analysis of the development of the field right up to the modern day.



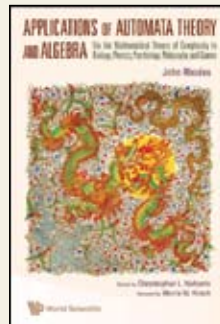
AT THE LEADING EDGE: The ATLAS and CMS LHC Experiments

edited by **Dan Green**
(Fermi National Accelerator Laboratory, USA)

Too often, descriptions of detectors focus on the "what" and not the "why". This volume aims to elucidate how the requirements of the physics at the Large Hadron Collider (LHC) define the detector environment. In turn, the detector choices are made to adapt to that environment. The goal of LHC physics is to explore the mechanism for electroweak symmetry breaking.

New ground was broken in constructing the A Toroidal LHC Apparatus (ATLAS) and Compact Muon Solenoid (CMS) detectors in the vertex detectors, tracking systems, calorimetry, strong magnets, muon systems, front end electronics, trigger systems, and in the data acquisition methods used.

MATHEMATICS

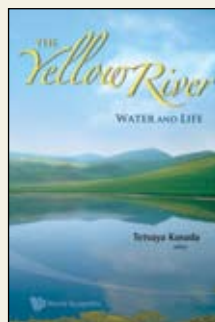


APPLICATIONS OF AUTOMATA THEORY AND ALGEBRA Via the Mathematical Theory of Complexity to Biology, Physics, Psychology, Philosophy, and Games

by **John Rhodes** (University of California at
Berkeley, USA), edited by **Chrystopher L Nehaniv**
(University of Hertfordshire, UK), & foreword
by **Morris W Hirsch** (University of California
at Berkeley, USA)

This book was originally written in 1969 by Berkeley mathematician John Rhodes. It is the founding work in what is now called algebraic engineering, an emerging field created by using the unifying scheme of finite state machine models and their complexity to tie together many fields: from biology to psychology. The author thus introduced a completely original algebraic approach to complexity and the understanding of finite systems. This first published edition has been edited and updated by Chrystopher Nehaniv for the 21st century to cover the novel and rigorous development of the mathematical theory of complexity via algebraic automata theory.

ENGINEERING

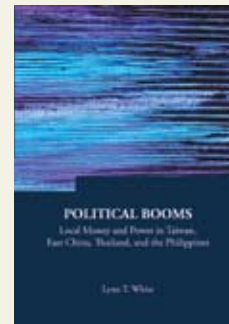


THE YELLOW RIVER Water and Life

edited by **Tetsuya Kusuda**
(Kyushu University, Japan)

The Yellow River basin, located in the semi-arid and arid climate zones in northern China, is confronted with serious problems of water deficit as well as water pollution. On the surface, this problem appears domestic, but in reality it is of international proportions, potentially impacting other countries through trade. In order to understand and provide a way of thinking about the issues pertaining to the current state of water resources in the basin, *The Yellow River* systematically explains the methods of modeling and the mechanism of water circulation on each element, while introducing several new-age technologies for water-saving.

ASIAN STUDIES



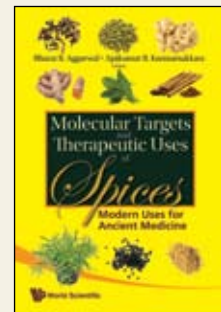
POLITICAL BOOMS Local Money and Power in Taiwan, East China, Thailand, and the Philippines

by **Lynn T White**
(Princeton University, USA)

Why have Taiwan, rich parts of China, and Thailand boomed famously, while the Philippines has long remained stagnant both economically and politically? Do booms abet democracy?

This book shows that both the roots and results of growth are largely political rather than economic. Specifically, it pays attention to local, not just national, power networks that caused or prevented growth in the four places under consideration.

LIFE SCIENCES



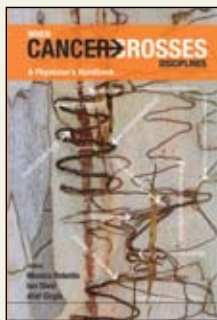
MOLECULAR TARGETS AND THERAPEUTIC USES OF SPICES Modern Uses for Ancient Medicine

edited by **Bharat B Aggarwal** (The
University of Texas M D Anderson Cancer
Center, Houston, Texas, USA) & **Ajaikumar
B Kunnumakkara** (National Institute of
Health, Bethesda, MD, USA)

Most therapeutics available today are highly toxic, very expensive and exhibit minimum efficacy. The issue of toxicity is even more critical for prevention than for therapy because the former involves normal subjects. Spices of Southeast Asian origin, once employed for taste, appearance and preservation of food, now appear to have therapeutic value for humans. What the active principles in these spices are and how they mediate their effect against various diseases are beginning to emerge from extensive research carried out within the last half-century. The current monograph is an attempt to address the active constituents, their molecular targets and the therapeutic uses of these spices.

New Notable Titles & Journals

MEDICINE & HEALTHCARE

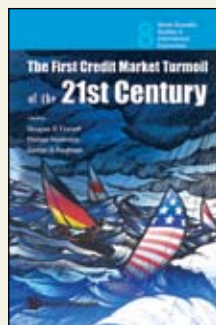


WHEN CANCER CROSSES DISCIPLINES A Physician's Handbook

edited by **Monica Robotin** (Cancer Council NSW & University of Sydney, Australia), **Ian Olver** (Cancer Council–Australia) & **Afaf Girgis** (University of Newcastle, Australia)

The book is unique in summarizing a large amount of information that is beyond conventional oncology textbooks. While cancer is treated by multidisciplinary teams of medical oncologists, hematologists, surgeons and radiation oncologists, other specialists are called upon to treat symptoms, side effects or other diseases that can occur concurrently with cancer. The book brings together specialists from a wide range of medical, surgical, psychological and supportive specialties, while keeping the focus on the interdisciplinary management of cancer.

ECONOMICS & FINANCE



THE FIRST CREDIT MARKET TURMOIL OF THE 21ST CENTURY Implications for Public Policy

edited by **Douglas D Evanoff** (Federal Reserve Bank of Chicago, USA), **Philipp Hartmann** (European Central Bank, Germany) & **George G Kaufman** (Loyola University, USA)

Since the summer of 2007, credit markets in almost all industrial countries have been in substantial turmoil and this has become the focus of intense policy debates. The papers in this volume are contributed by the world's leading financial experts and constitute a thorough examination of the first credit market turmoil of the 21st Century. They provide an overview of the main causes, transmission mechanisms and economic implications of what by now has become a major systemic financial crisis. They assess the most important policy considerations and conclude about how to stabilize financial systems, attenuate repercussions on the real economy and shape future regulatory structures.

BUSINESS & MANAGEMENT



ECONOMICS AND MANAGEMENT OF COMPETITIVE STRATEGY

by **Daniel F Spulber**
(Northwestern University, USA)

This book provides a comprehensive and integrated approach to management strategy that is based on economics. A basic introductory strategy text that integrates economic analysis with management strategy, it takes into account global competition and high-tech (Internet) developments, and recognizes that companies today can no longer expect to sustain competitive advantage but must rely on innovation (of products, processes, and transactions). The book is suitable for undergraduate and MBA students in business strategy courses.



SYSTEMS RESEARCH FORUM (SRF)

Editor-in-Chief
Brian Sauser
(Stevens Institute of Technology, USA)

Systems research is the intellectual application in the investigation of systems and the trans-disciplinary study of the organization of phenomena, independent of their substance, type, or spatial or temporal scale of existence. As a forum for systems research, the journal presents original research papers and case studies addressing the various aspects of systems – engineering, management, analysis, test and evaluation, cost and life cycle analysis, design, integration and interoperability, enterprises, architecting, measurement and metrics, simulation and modeling, cognition, and thinking – across a variety of disciplines such as aerospace, defense, medical and health care, environmental, finance and economy, and more.



Climate Change Economics (CCE)

Editor-in-Chief
Robert Mendelsohn
(Yale University, USA)

Climate Change Economics (CCE) publishes theoretical and empirical papers devoted to analyses of mitigation, adaptation, impacts, and other issues related to the policy and management of greenhouse gases. Although specifically devoted to papers focusing on the economics aspect, CCE also offers important insights on other fields of interest. The journal is helmed by a strong editorial board, consisting of leading experts and academics from eminent institutions in the U.S. such as Yale University, Harvard University, Stanford University as well as research institutes in Europe and Asia. Hence, environmental and climate issues of every scale with local to global impact are addressed extensively.



Confluentes Mathematici (CM)

Managing Editors
Stéphane Attal (Université Claude Bernard Lyon 1, France) **Laurent Berger** (Ecole Normale Supérieure de Lyon, France) **Frank Wagner** (Université Claude Bernard Lyon 1, France)

Confluentes Mathematici aims to publish high quality mathematical research articles concerning two or more distinct research areas. All domains of Mathematics (pure and applied) and Mathematical Physics will be considered, as well as the History of Mathematics. Confluentes Mathematici also publishes survey articles, in particular, transversal across distinct research fields.

What the Reviewers Say

PHYSICS

Subatomic Physics

Third Edition

by

Ernest M Henley & Alejandro Garcia
(University of Washington, USA)

"Henley and Garcia's presentation and style hold the reader's attention right from the start. The treatment is at just the right level to whet the reader's appetite, slake their thirst for understanding and assess the current 'state of the art' ... this is a highly enlightening and up-to-date text, rather ambitious in its scope but successful in its aim to provide a comprehensive and comprehensible pedagogic overview of an exciting field of physics."

Contemporary Physics

Introduction to Modern Physics Theoretical Foundations

by John Dirk Walecka

(College of William and Mary, USA)

"The author is obviously well versed in both teaching and writing about the topics covered, and the presentation is mostly clear and concise... the text is complemented and expanded by numerous well-chosen exercises."

Physics Today

MATHEMATICS

Selected Topics in Geometry with Classical vs Computer Proving

by Pavel Pech (University of South
Bohemia, Czech Republic)

"The selection of the theorems is very nice, making the book quite interesting even to those with no interest in computer-based proofs... Beside being extremely useful to those who would like to benefit from automatic theorem proving and discovering, the book is also of great interest to anyone interested in geometry, thanks to the beautiful selection of topics it covers."

Zentralblatt MATH

Structural Aspects in the Theory of Probability (Second Enlarged Edition)

by Herbert Heyer

(Universität Tübingen, Germany)

"This book is well organized and very readable. The list of frequently used symbols and the index are useful. It is made as self-contained and simple as is possible and reasonable."

Mathematical Reviews

LIFE SCIENCES

Textbook of Structural Biology

by Anders Liljas (Lund University,
Sweden), Lars Liljas (Uppsala
University, Sweden), Jure Piskur
(Lund University, Sweden), Göran
Lindblom (Umeå University, Sweden),
Poul Nissen & Morten Kjeldgaard
(University of Aarhus, Denmark)

"This text provides a well thought out and reasonably current survey of structural biology... I enjoyed reading this book and recommend it for an advanced level class in structural biology or as a current reference text."

Protein Crystallography Newsletter

"Overall, the quality and feel of the book is of a handsomely produced volume."

Crystallography Reviews

The Origin of Individuals

by Jean-Jacques Kupiec

(Ecole Normale Supérieure &
INSERM, France)

"Kupiec is a very successful writer, deservedly so. I enthusiastically recommend this courageous book with its iconoclastic viewpoint. The Origin of Individuals is a pleasure to read, presenting complex ideas clearly and effectively. Whether one agrees with him or not, Kupiec's is an inspiring work, a thought-provoking rollercoaster ride through the history of ideas about the origins of ontogeny."

Nature

ECONOMICS

Globalization and International Trade Policies

by Robert M Stern

(University of Michigan, USA)

"Robert Stern is a world-class trade economist. This collection of his essays shows why. They range over several of the most important trade issues today, including labor standards, bilateral trade agreements versus multilateralism, and services trade. They uniquely combine scientific expertise of the highest order and compelling policy sense. Both students and policy-makers will want this important book on their shelf."

Prof Jagdish Bhagwati
Columbia University



Knowing China's Market at BIBF 2009

World Scientific Beijing Office made its sixth showing, since 2004, at the annual Beijing International Book Fair (BIBF), held from September 3 to 7, 2009, putting up an impressive book exhibition zone to introduce and expose its international English titles to the Chinese market.

Regarded as the world's fourth most important book fair, BIBF 2009 returned to Beijing after a temporary change-of-venue to Tianjin in 2008 due to the Olympic Games. Visitorship was expected to rise but there was a visible dip in visitor volume, which could be attributed to the global economic crisis, still mired in doldrums, as well as the city's inclement weather. However, World Scientific had fruitful meetings and discussions with the industry insiders, booksellers and librarians, yielding more collaborations to come.

Enthusiastic enquiries were made by librarians about World Scientific's digital products such as e-books and e-journals, as now is a new era of information age with technology. Speaking with Chinese librarians and booksellers on the ground gave a good feel that print publications will not "go the way of the dodo" as professors, scholars and researchers still prefer the tangible books in their hands. Another trend perceived is that the Chinese book distributors place stronger focus on social science titles, and less on nature science.

BIBF 2009 offered a preview of some of the offerings China would bring to the Frankfurt Book Fair 2009 as the Guest-of-Honor. Indeed, in what is seen as a "stepping out" strategy, many Chinese publishers set up a new division within their firms, specializing in the export of translation rights.

World Scientific cultivated a strong presence, reaching out to potential authors at this year's Asia Oceania Geosciences Society (AOGS) conference, held in Singapore from Aug 11 to 14.

Book browsers at the World Scientific's booth showed considerable interest in coastal engineering and planetary science publications, most notably in "Advances in Geosciences."

Representatives from World Scientific attended the editorial meeting which included the subject of publication agreements for the 2009 and 2010 AOGS volumes as well as how

quality of publication can be improved. Following the meeting, delegates of the Terrestrial, Atmospheric and Oceanic Sciences (TAO) showed eager intention to co-publish their TAO journal with World Scientific.

World Scientific attends 4th AOGS Conference



World Scientific's Brand-Building at SLA Conference

World Scientific boosted its brand at this year's Special Libraries Association (SLA) Conference as attendees flocked to Seattle to check out the latest in library techniques and research.

Relationship-building with the members of the Library Advisory Committee provided the much-needed perspective into issues like "title-by-title" access, a pay-per-use model for e-books, non-linear lending and textbooks on paperless technology like the Kindle.

Success, for the most part, came with World Scientific's third sponsorship and participation in the Physics-Astronomy-Mathematics (PAM) Division's Physics Roundtable which earned a good deal of support and gratitude.

World Scientific's continual presence at the SLA conference proves to be an invaluable insight into the international community of corporate, academic and government libraries and information professionals.

“I hugely admire what you have achieved at World Scientific — a real contribution to both the cultural and the practical aspects of international science.”

These words coming from Lord Martin John Rees, Professor of Cosmology and Astrophysics and Master of Trinity College at the University of Cambridge, is an endorsement that adds shine to World Scientific’s prestige as one of the leading scientific publishers in the world, and the largest in the Asia-Pacific region.

Lord Rees expressed his endorsement in the e-mail he wrote to Dr Phua Kok Khoo, chairman of World Scientific and Imperial College Press, on September 3, 2009 in appreciation of the collection of books he received from Dr Phua as memento during his recent visit to Singapore in August. Lord Rees was invited to Singapore to deliver his public lectures entitled “Our Universe, and the Role of Life in it” and “The World in 2050” under the Lee Kuan Yew Distinguished Visitors Programme at the National University of Singapore and Nanyang Technological University.

Referring to the gift, Lord Martin Rees was both pleasantly surprised and deeply impressed to be presented with the titles and works on Sir Rudolf Peierls and Hans A Bethe that are published – in Asia – by World Scientific. Sir Rudolf Peierls was one of the greatest pioneers in quantum physics and Hans A Bethe, the 1967 Nobel Laureate in Physics, was among the last of the leading scientists who inaugurated the nuclear age.

Lord Rees gathered his recollections about Peierls and Bethe in his e-mail, “I was privileged to know both Bethe and Peierls in their later years (through Pugwash Conferences, arms control, as well as research). The collaboration between Bethe and Brown on supernova models was amazing. Bethe would send Brown batches of calculations in his neat handwriting, which he numbered consecutively through the entire project so that after a few years he was sending page 3000, and the equation numbers were about 6000!”

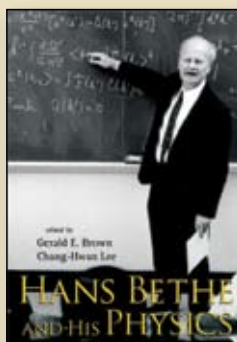
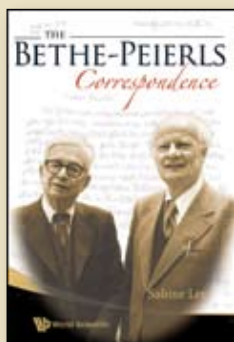


Lord Martin John Rees
Photo Credit: Institute of Astronomy,
University of Cambridge

A noteworthy fact from Lord Rees’ comments is that Prof Gerald E Brown – the long-term research collaborator of Hans Bethe – is also a long-time collaborating author with World Scientific.

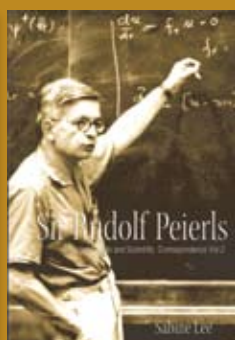
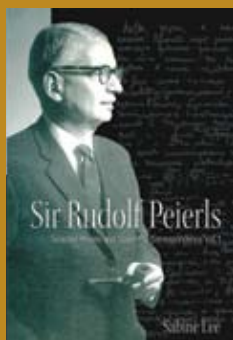
Hans Bethe, at the age of 97, asked Prof Brown to explain his (Bethe’s) scientific work in solid state physics, nuclear physics and astrophysics to the world. Hence, the result is the esteemed publication of Prof Brown’s book entitled *Hans Bethe and His Physics* published in 2006 by World Scientific.

Lord Martin Rees has also published more than 500 research papers in the field of astrophysics and cosmology, as well as seven books, including five for the general public. On this note, World Scientific certainly looks forward to Lord Rees joining World Scientific’s long list of prominent award-winning authors. Let us watch this space with anticipation.



Sir Rudolf Peierls – A Very Good Englishman

A Book Review from Physics World



SIR RUDOLF PEIERLS
Selected Private and Scientific Correspondence

by Sabine Lee (University of Birmingham)

“Peierls’ 1,320 letters are presented in two hefty volumes that span seven decades... Lee has done a superb job of editing this correspondence. Impressively researched, meticulously annotated and immaculately produced, both volumes are a pleasure to read and should have a place in every library of modern science. She has helped us to better appreciate someone who was not just a first-rate theorist, but also an uncommonly distinguished Englishman.”

Graham Farmelo
Senior Research Fellow, Science Museum, London