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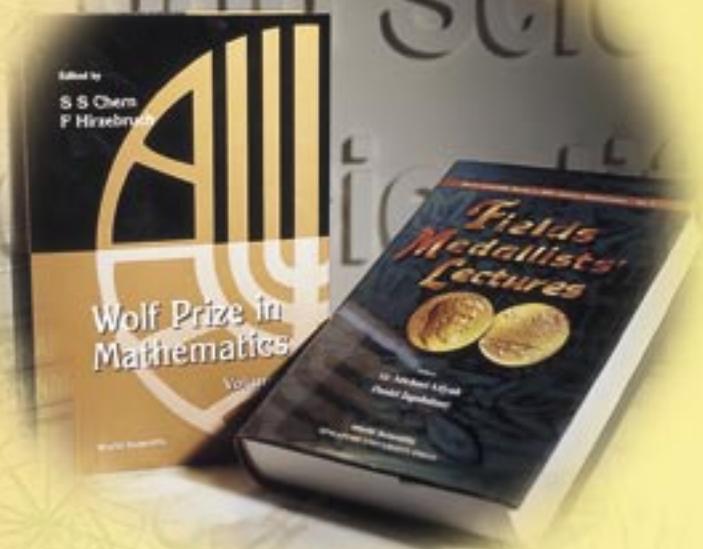
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World Scientific

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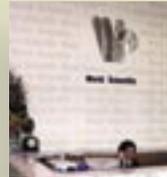
to develop the highest quality knowledge-based products and services for the academic, scientific, professional, research and student communities worldwide.



C o n n e c t i n g

Great

Standards



Company Profile

Publishes more than
400 books and 100
journals a year in
the diverse fields of
science, technology,
medicine, and business
and management.

Since its inception in 1981, the World Scientific Publishing Group has grown to establish itself as one of the world's leading academic publishers. With 9 offices worldwide, it now publishes more than 400 books and 100 journals a year in the diverse fields of science, technology, medicine, and business and management. The Group has expanded into other business areas such as prepress services, digital data conversion, graphic design, printing, translation, and event management.

A milestone was reached in 1995 when World Scientific co-founded Imperial College Press — well known for its strengths in engineering, medicine and information technology — with the prestigious Imperial College of London. World Scientific is also a major publisher of the works of Nobel laureates from various fields and was awarded exclusive rights by the Nobel Foundation to publish the entire series of Nobel lectures (1901 – 2000) in English.

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Hong Kong

Taipei

Chennai

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Prestigious universities, such as Caltech, Cambridge, Cornell, Harvard, Oxford, Princeton, Stanford and Yale, have adopted many of our titles as textbooks.

Another of World Scientific's notable achievements is the Enterprise 50 Award for 2000 and 2002, a stamp of excellence, conferred on the top 50 privately held companies in Singapore by the Economic Development Board and Accenture (formerly Andersen Consulting). This Award reflects our strong performance in training, R&D spending, knowledge management and innovation.

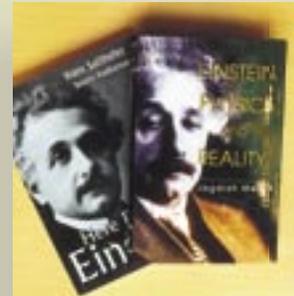
At World Scientific, our mission is to develop the highest quality knowledge-based products and services.

World Scientific is committed to serving the interests of the academic community by swift dissemination of information and knowledge through all possible channels at competitive prices. Our dedication to the fulfilment of our mission extends to providing special discounts and incentives for developing nations to ensure the affordability of our publications.

World Scientific's books are recognized for their academic excellence. This is evidenced by the fact that prestigious universities, such as Caltech, Cambridge, Cornell, Harvard, Oxford, Princeton, Stanford and Yale have adopted many of our titles as textbooks.

To guide our editorial policy and direction, World Scientific has an International Advisory Board comprising renowned academics from various fields. Among them are Nobel laureates and directors of distinguished universities, research institutes and organizations. The company is also equipped with a team of dynamic Acquisition Editors, many armed with a Ph.D. They are proactive in searching for and acquiring high quality projects. We have an equally experienced team of Production Editors to ensure that our publications are of the highest standards.

To speed up the dissemination of knowledge and information, World Scientific has launched various Internet-based initiatives since 1996, such as e-journals, e-proceedings and an Internet bookshop. This has further reinforced our dedication to the progress of international scientific exchange and communication.





World Scientific Salutes Its Nobel-Laureate Authors & Partners

“These distinguished individuals are honored for their invaluable and significant contributions to the progress of mankind. Distinct markers of the major trends in their respective fields, their contributions to human development will always be remembered.”

The Nobel Prize in Physics

Frank Wilczek - 2004
Vitaly L Ginzburg - 2003
Gerardus 't Hooft - 1999
Martinus J G Veltman - 1999
Daniel C Tsui - 1998
Steven Chu - 1997
Claude Cohen-Tannoudji - 1997
Martin L Perl - 1995
Frederick Reines - 1995
Georges Charpak - 1992
Pierre-Gilles de Gennes - 1991
Norman F Ramsey - 1989
Subramanyan Chandrasekhar - 1983
Nicolaas Bloembergen - 1981
Abdus Salam - 1979
Philip Warren Anderson - 1977
Sir Nevill Francis Mott - 1977
Aage Niels Bohr - 1975
Leon Neil Cooper - 1972
Hans Albrecht Bethe - 1967
Richard P Feynman - 1965
Julian Schwinger - 1965
Chen Ning Yang - 1957
Hideki Yukawa - 1949
Carl David Anderson - 1936

The Nobel Prize in Chemistry

Aaron Ciechanover - 2004
Kurt Wüthrich - 2002
Alan G MacDiarmid - 2000
Ahmed H Zewail - 1999
Walter Kohn - 1998
George A Olah - 1994
Robert Huber - 1988
Yuan T Lee - 1986
Kenichi Fukui - 1981
Frederick Sanger - 1958, 1980
Ilya Prigogine - 1977
Sir Derek H R Barton - 1969
Lars Onsager - 1968
George Porter - 1967
Linus Carl Pauling - 1954
Glenn Theodore Seaborg - 1951

The Nobel Prize in Physiology or Medicine

Rita Levi-Montalcini - 1986
Niels K Jerne - 1984
Baruch S Blumberg - 1976
Har Gobind Khorana - 1968

Alfred Nobel Memorial Prize in Economic Sciences

Robert C Merton - 1997
James M Buchanan Jr - 1986
Lawrence R Klein - 1980

The Nobel Prize in Peace

Joseph Rotblat - 1995
Linus Carl Pauling - 1962





Marketing and Sales



World Scientific has aggressive global marketing and sales teams in London, New Jersey, Shanghai, Beijing, Hong Kong, Taipei, Chennai, New Delhi and Singapore. Our multi-pronged marketing and sales strategy utilizes a wide range of marketing techniques.

Our key marketing techniques include direct mailing of promotional materials to targeted prospects, obtaining reviews, advertising selected titles in important publications, organizing book launches, participating in international book fairs and conferences, approaching booksellers and librarians, and working with our sales agents and representatives worldwide. Besides these conventional marketing efforts, we constantly innovate to develop new ways of marketing our products to targeted audiences.

Marketing personnel in each office work closely with authors to ensure that their publications are marketed to their fullest satisfaction.

Editorial

Acquisition Editors

At World Scientific, our dynamic Acquisition Editors strive to develop the publishing program for their respective subject areas. Mostly Ph.D. holders, they commission high quality projects of topical interest, strong scientific value and commercial viability, fully utilizing their professional knowledge and training.

They participate in important exhibitions and conferences worldwide to keep up-to-date on developments in their subject areas. Indicative of World Scientific's foresight and proactive approach is our acquisition and publication of the works of many outstanding scientists who later won the Nobel Prize, as well as other prestigious awards such as the Field Medallist and the US National Medal of Science.

Production Editors

An equally strong team of Production Editors, located in London, New Jersey and Singapore, leverage their professional skills and creativity to obtain the utmost production quality for our books and journals. Constant upgrading and ongoing professional training ensure that they are in tune with the latest production techniques. They also attend important conferences worldwide to meet authors and keep themselves informed about the latest trends and developments in their respective fields.

World Scientific has
aggressive global marketing
and sales teams



in London, New Jersey,
Shanghai, Beijing, Hong Kong,
Taipei, Chennai, New Delhi
and Singapore.



Printing, Warehousing and Distribution



To remain in the forefront of print technology, World Scientific has adopted the DocuTech digital technology, which rides on the new wave of digital publishing. This print-on-demand strategy is cost-efficient and reduces the production cycle time enormously, thus enabling World Scientific to provide an even faster publishing service.

World Scientific has state-of-the-art warehouses in Singapore, the US and the UK, which means prompt shipment and delivery of all books and journals to customers worldwide. The efficient and timely execution of major tasks, such as order processing, packing and despatch, enables us to provide a fast and reliable distribution service in an industry where prompt delivery is as important as prompt publication.

Layout and Design

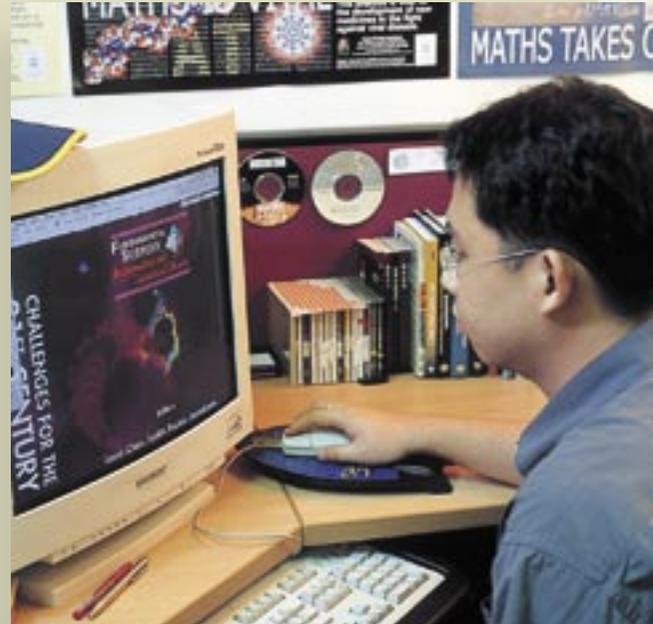
World Scientific's team of versatile Graphic Designers have created a distinctive identity for our publications, evident in the striking designs of our books, journals, catalogues, flyers and posters.

Not bound by traditional mindsets, our Graphic Designers are trend-setters who often depart from the norm by using strong, creative designs and bold, bright colors, thus producing unique designs. They participate annually in various book design competitions worldwide and have won numerous awards for their creative works.

Prepress

World Scientific has an experienced pool of professional Typesetters, based in Singapore, Malaysia and India, who are well versed in the use of both English and Chinese typesetting softwares.

Our Typesetters work closely with the Production Editors and authors in deciding the most suitable layout and typeface for the different kinds of publications. This ensures the achievement of the highest production standards, which hinges not just on the material used in production and the outward appearance of the publication, but also on the overall readability and visual appeal of the text inside.





Internet

In keeping with our aim of remaining in the forefront of technological development, World Scientific has, since 1996, initiated several Web-based projects to further enhance our service quality. Examples include WorldSciNet, WorldSciNetArchives, CrossRef, eProceedings, eBooks and the Internet Bookshop.

WorldSciNet, our e-journal website, was set up to provide online access to most of our journals. It provides an array of value-added services that include e-mail alerts on new journal issues and forthcoming articles, complimentary online issues, the latest news related to our journals, and links.

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Imperial College Press

Established in 1995, Imperial College Press is a partnership between World Scientific and London University's Imperial College. The Press brings together, in one company, the academic excellence of an institution of higher learning internationally acclaimed for engineering, science and medicine, and the expertise and experience of an established scientific publisher.

Imperial College Press has benefited greatly from access to World Scientific's established network of offices and distributors in Europe, North America, India and the Far East, as well as our professionalism in book and journal production. Armed with these advantages, the Press has established itself as another world class academic publisher.

Chaired by Sir Roger Elliott of Oxford University, the Press gives special emphasis to research areas and academic disciplines in which the College has particular strengths. Authors are sought from both within the College and beyond. To date, the Press has produced more than 200 books and launched 8 journals.

The past and present members of the Editorial Advisory Board, besides Lord Porter, include Sir John Kendrew, Sir John Mason, Sir Gordon Wolstenholme and Professor W I McDonald.



C o n n e c t i n g G r e a t M i n d s

Imperial College Press
is a partnership
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and London University's
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Professional News Publications



APBN offers many exciting articles, with a primary focus on governmental policies and regulations, product developments, corporate deals and industry trends.

Asia Pacific Biotech News

Asia Pacific Biotech News (APBN) is the first and only fortnightly report on pharmaceuticals, health care, food and agriculture in the Asia Pacific region. Widely read by pharmaceutical and health care professionals, investors, academics and researchers in both Asia Pacific and the worldwide markets, it is available in both print and electronic versions (www.asiabiotech.com).

APBN aims to become the main source through which those in the industry keep track of the rapid development of biotechnology in Asia Pacific. It offers many exciting articles, with a primary focus on governmental policies and regulations, product developments, corporate deals and industry trends. It also provides other key services, such as lists of the profiles of companies, research institutes and scientists, and a calendar of upcoming events, seminars and conferences in the field.

Innovation

Innovation, a quarterly magazine jointly published by World Scientific and the National University of Singapore, highlights the recent work of Asian-based researchers and their collaborations with external organizations, as well as the latest breakthroughs in science, technology and medicine from around the world.





Our Subsidiaries

World Scientific's mission of disseminating quality content and advancing knowledge management is further enhanced with the range of products and services offered by our subsidiaries.

Meeting Matters

International is a provider of conference



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Global Publishing Co Pte Ltd 八方文化创作室

Global Publishing specializes in the publication of works penned by well-known personalities from the academia and cultural circle. These works are completed in the Chinese language or in two languages, namely Chinese and English. The company is poised to introduce readers to the perspectives and works of renowned scholars now living in different parts of the world. It also undertakes the responsibility of launching commentaries, essays and literary creations which have a local flavor or are representative and insightful.

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Meeting Matters International is a provider of conference management, secretariat, and meeting support services. The company also organizes technical seminars and manages an online store that distributes and resells major engineering codes and standards, related educational packages and technical publications.

Competitive pricing and effective customer response management services have earned the company a faithful following among the scientific community and engineering professionals in Asia-Pacific countries.



Stallion Press

Stallion Press provides quality distribution and prepress services for clients in Europe, the US and Singapore. The full spectrum of services, ranging from data conversion to value-added services like cross-referencing, packaging and distribution for both current and archived content, is provided for conventional and CD-Rom publishing as well as for e-books.

Stallion Press prepares content for delivery via the Internet and/or print. For Internet delivery, it efficiently converts publications from hard copies or electronic files to Internet-ready formats. In addition, Stallion Press offers professional copy-editing, design and printing services.

Through the integration of technology, global resources and country-specific competitive advantages, Stallion Press is able to offer highly competitive quality and prices in an industry dominated by big players.

World Scientific Printers

World Scientific Printers, our printing and design arm, has more than 30 years of experience. It offers a full range of design and printing services, and the product range includes catalogues, journals, magazines, instruction manuals, brochures, flyers, corporate prospectuses, company annual reports and menus.

Equipped with the latest digital technology, World Scientific Printers also provides print-on-demand services, in addition to conventional printing. With access to World Scientific's team of professional designers, World Scientific Printers' key competitive advantage arises from its ability to provide value-added design services.



Stallion Press provides complete publisher's services at highly competitive rates.



Some comments from our authors



“From the start on, I had a letter perfect co-operation with the editors of World Scientific. Whenever questions arose, e.g. during manuscript preparation, guidance was given immediately. Further, I was astonished by the very short time to production. Based on my simple drafts, the publishing team of World Scientific created not only an excellent cover design but produced a high quality book. Due to a committed and professional marketing team, I found my book announced in many libraries all over the world. Therefore, I have to admit: World Scientific makes an author’s dreams come true!”

Michael Rieth
Forschungszentrum Karlsruhe, Germany



“The World Scientific is a world class publisher. I am a very satisfied author. It is very fast, highly competent and completely reliable.”

Tommy Koh
Ambassador-at-large, Singapore



“I produced my work in camera-ready form, and found it was quickly and skillfully copy-edited by Imperial College Press, London. Cover design work has been excellent – quick and responsive. I am very pleased with the production quality, in particular the freedom the Press gave to specify the paper.”

Mary Archer
Cambridge University, UK

“My experience with World Scientific was overall very positive, and I felt that the production of my volume was highly efficient. The presentation of the book, including black and white and colour illustrations, is pleasing and of high quality.”



Kurt Wüthrich
ETH Zürich, Switzerland
Nobel Laureate in Chemistry

“I have been very satisfied with my interaction with World Scientific. From the initial contacts I had with the Company regarding publication of one of my books, I found its staff to be cooperative and friendly and the Production Department was eager not only to listen to my suggestions but to implement them. I can warmly recommend World Scientific to any potential author who seeks a reliable, cooperative and friendly publisher.”



Emil Wolf
University of Rochester, USA

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