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NEWS AND FEATURES FROM OUP FOR THE ACADEMIC LIBRARY AND INFORMATION COMMUNITY



**LIBRARIANS IN THE
UNITED STATES OVER
THE LAST 120 YEARS**



**INSIDE: OUP - LOOKING TO THE FUTURE
OUP'S NEW LIBRARY SALES DEPARTMENT**



THE OUP STAND AT THIS YEAR'S AMERICAN LIBRARIES ASSOCIATION ANNUAL CONFERENCE IN NEW ORLEANS

At the time of writing, the annual conference for the American Library Association (ALA) has just ended, and staff from OUP Oxford and OUP USA have returned, footsore but mentally reinvigorated, to their desks.

Annabel Coles, Marketing Manager for Online Products, enthused: 'ALA is reported as the largest librarian conference in the world, with 25,000 attendees from around the world, and it did not disappoint! From day one, I witnessed the convention centre transform from a sprawling building site into a polished showcase of publishers, authors, educators, manufacturers, and all things 'library'. After four days of talking, walking, losing my voice, and pounding my feet, I came away feeling invigorated, exhausted, and excited by the energy of the event and the people I had met.'

Here at OUP, there have been changes afoot and we are now enjoying the benefits of our recently reorganized Academic Publishing Division, about which our Managing Director, Tim Barton, has written on page three. One of the results of this reorganization is our new global Library Sales Department, details of which can be found on page seven.

We are also featuring an article, which first appeared on the OUPblog, about librarians in the US over the last 120 years. The piece uses data culled from *Social Explorer* and is a fascinating snapshot of the profession – see pages four and five.

Whether you're networking at conferences, working hard in your office or putting your feet up as you take a well-earned break, we hope you will find this issue of *Illuminea* both interesting and useful.

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We value your feedback and would like to know what you think of *Illuminea*.

If you have any suggestions for future issues, or would like to contribute, please email claire.dowbekin@oup.com

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OUP — LOOKING TO THE FUTURE

Tim Barton, Managing Director, Global Academic Publishing, OUP

In 2010, our Journals, US, and UK Academic Divisions were joined together for the first time to create a new single Division, responsible for Oxford's academic and research publishing globally. This important new development will help ensure that Oxford continues to be a dynamic and respected publishing presence worldwide.

The changes we face

The creation of this new publishing Division at OUP is, at heart, a response to changes in the academic world and market. Digitization and globalization are two of the most important changes that our research and education publishing is facing. Digital has already transformed

scholarly research habits. Scholars now begin their research online, and fully expect research materials to be available in this form. We are also seeing the traditional distinction between books and journals beginning to break down, as well as a major readjustment in libraries as they move their collections online. Globalization has also been a key driver of change and we are seeing the globalization of customers, products, production, and demand. For example, Asia—particularly China—is rapidly becoming an equal of the US in terms of the quantity of research output, and, in addition, the quality of the research produced is also increasing significantly. The Asia-Pacific region is now responsible for approximately one third of the articles

appearing in the most influential journals.

Why the Global Academic Publishing Division will work

Setting up this new global Division helps us at OUP to respond to these significant challenges in a number of ways: *It helps us align ourselves with our customers and users.* Our focus is now firmly on the digital needs of our customers and users, and in meeting those needs wherever they are. *It allows us to benefit from further economies of scale.* For example, greater investment in joining up systems and infrastructure is possible. *We can offer a better and more personalized service to customers.* We now provide a single point of contact for Oxford products which ties in with one of our most important marketing initiatives for this year—to increase the amount of support we offer libraries in promoting their online collection to their users. *It means we can set up global functions.* We anticipate seeing substantial



“WE WILL BE ABLE TO ENSURE THAT OXFORD CONTINUES TO BE A DYNAMIC AND RESPECTED PUBLISHING PRESENCE WORLDWIDE”

Driving online usage

By creating a global business, we better harness success in one area of publishing to build success in another, whether it is in journals, scholarly reference, scholarly book publishing or any other area. Each online product will carry a wider range of links to other highly relevant content within OUP products, thereby tying content and products together more closely. Users will discover a much broader range of possible steps in their journey of content discovery and, in turn, this will drive higher levels of usage across multiple products. Making these things happen will require a substantial investment in both content and technology, which is now underway.

benefits in many areas including editorial strategy and product development, technology and infrastructure, and a range of other operational areas. *We can make investment choices over the entire OUP academic business.* It is now possible to have a global outlook when looking at our research and higher education publishing, which allows us to decide where best to invest. Finally, *it allows us to address publishing strategy in a joined-up way.* We are now able to look globally at our publishing strategy and development for the different areas in which we publish. For example, we can now, for the first time, look at ourselves as a medical publisher, across books, journals, and all other markets.

Both global and local

There are challenges that result from these changes. One is achieving the right balance between global direction and local implementation. To do this, we must listen to customer needs and respond to local market conditions. Many customers respond to deep local market knowledge as well as a local accent. Furthermore, while this change in structure is important for our future, it is not our first or most important response or resource in this challenging market environment. We already have a great global brand and reputation, a terrific international network, and fantastic products, and we have already made great progress in the digital transition. I am hopeful that by bringing together a new structure with our other impressive resources—whether brand, people, copyrights, functions, infrastructure or systems—we will be able to ensure that Oxford continues to be vigorous, respected, and progressive in the service of research, scholarship, and education worldwide. ■

LIBRARIANS IN THE UNITED STATES FROM 1880-2009

AN ANALYSIS USING 120 YEARS OF CENSUS DATA



AUTHORS



Sydney Beveridge, Social Explorer Media and Content Editor



Susan Weber, Data Analyst for CUNY CAT Project



Andrew A. Beveridge, Social Explorer President and Census and Demographic Expert

The US Census first collected data on librarians in 1880, four years after the founding of the American Library Association. They only counted 636 librarians nationwide. Indeed, one respondent reported on his census form that he was the 'Librarian of Congress'. The US Census, which became organized as a permanent Bureau in 1902, can be used to track the growth of the library profession.

Throughout the article, the numbers represent combined data for both full-time and part-time librarians.

The number of librarians grew over the next hundred years from 1880, peaking at 307,273 in 1990. Then the profession began to shrink, and as of 2009, it had dropped by nearly a third, to

212,742. The data enables us to measure the growth, the gender split in this profession known to be mostly female, and to explore other divides in income and education, as they changed over time.

We examined a number of socioeconomic trends over the duration, and focused on 1950, the first year that detailed wage data was recorded, 1990 the peak of the profession, and 2009 the most current available data.¹ We looked at data within the profession and made comparisons across the work world.

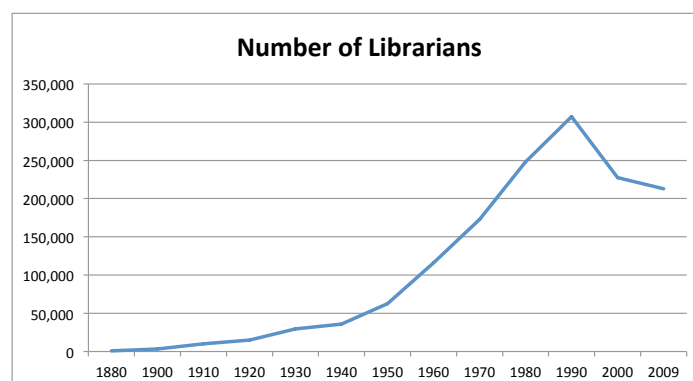
For the first 110 years of data, the number of librarians increased, especially after World War II. In 1990, the trend reversed. Over the past 20 years, the number of librarians has

dropped by 31 percent, though the decline has slowed.

Considering the US today, the states with the largest librarian populations are: Pennsylvania, Illinois, New York, Texas, and California. Meanwhile, the states with the highest concentrations of librarians (or librarians per capita) are: Vermont, Washington, DC, Rhode Island, Alabama, and New Hampshire.

Median Earnings

The Census Bureau has kept records of librarian wages since 1940. Median² librarian wages (whether full-time or part-time) increased until 1980, though they were a lower percentage of the median wages of all workers. Indeed, between 1970 and 1980, librarian wages declined nearly \$4,000—more than twice the drop of median wages across all professions. (This wage drop was in the context of the Oil Embargo in the mid-1970s, and the economic fall-out that it caused.) In 1990 librarian median wages declined further and were the same as those for all workers, but by 2009 they had gained in relative terms, and reached their peak of \$40,000. (All these figures are adjusted for inflation.)

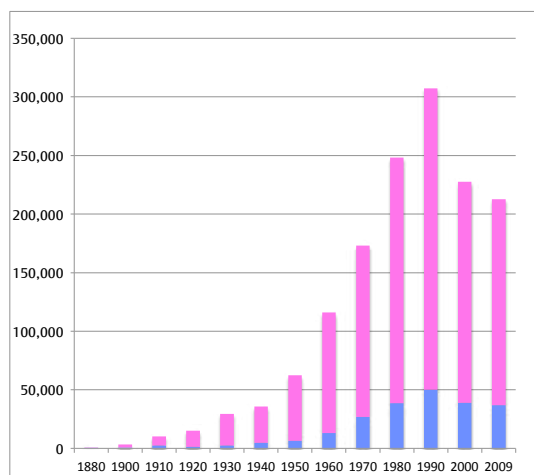


The number of librarians in the US with respect to decade.

By 2009, the typical librarian earned over one-third more than a typical American worker. According to the Census results, librarians have enjoyed consistently high employment rates. For instance, in 2009, the unemployment rate among librarians was just 2 percent, one-fifth the national rate.

A Feminine Profession

Today, 83 percent of librarians are women, but in the 1880s men had the edge, making up 52 percent of the 636 librarians enumerated. In 1930, male librarians were rare, making up just 8 percent of the librarian population.



The relationship of female to male librarians by decade.

Gender and Education Wage Differences

Librarians working full-time earned more than the national median income in 1950 and 2009, but incomes dipped below the national median in 1990. Female librarians consistently out-earned women elsewhere in the labour market. However, when tracking education and wages, librarians with BA degrees (or graduate degrees) consistently earned less than their counterparts elsewhere in the labour market.

Looking at gender, male librarians out-earned female librarians in 1950 and 1990, but

by 2009, median wages for the two sexes were within \$100 of each other. The gender wage gap has essentially closed for librarians with degrees, but among those without degrees, the gap remains 50 percent larger than for those working in other professions.

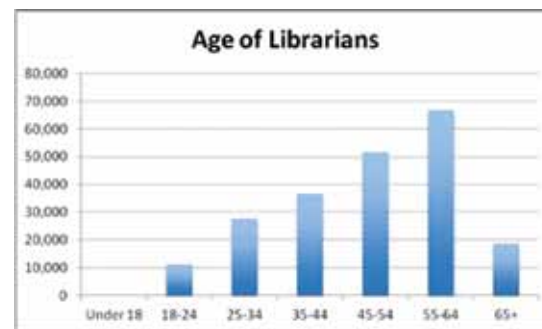
Race

The librarian field has been, and continues to be, a predominantly white profession. In 1920, the first non-white librarians were recorded in the census sample (Asian and Native American librarians were not included until 1960). In 1950, there were 990 African-American librarians, representing 2 percent of the

total librarian population. In 1990, that number rose to 27,958, or 9 percent of the total librarian population, much closer to the African-American population nationwide (11 percent). As of 2009, there were 15,128 African-American librarians, representing 7 percent of the population. (In 2009, 89 percent of librarians were white while the population of the US was 82 percent white.)

Marriage

In 1880, one in three librarians was married. The wedding bell rate declined to less than one in 10 in 1920 before turning around and rising for the next several



Ages of librarians as recorded in 2009.

decades. Today, the marriage rate among librarians is the highest it has ever been, with 62 percent of librarians married in 2009.

Education

In 1940, when education data for librarians debuted, 45 percent of librarians had completed at least four years of higher education. That proportion has risen over the decades to 86 percent in 2009, over three times the national rate of 28 percent.

Age

Librarians skew older with 64 percent of them being 45 years or older, and 40 percent of them over 55 years old. The librarian population has aged over the past couple of decades. In 1950 and 1990, only 42 percent of librarians were 45 years or older, but by 2000, 64 percent were at least 45 years old.

Public and private

In 1950, 37 percent of librarians worked in the private or non-profit sector, while 62 percent worked in a public setting (the remaining 1 percent was self-employed). In 1990, 48 percent of librarians worked in the private or non-profit sector, with men and women represented in almost equal numbers. In 2009, the number of librarians in the private or non-profit sector decreased to 32 percent. Thus, a large fraction of the decline in the number of librarians has come from their decline in the non-public sectors.

Conclusion

Starting from a very small beginning, librarians grew into a large profession in the mid-20th century. Like other professions related to the media (books, newspapers, magazines, recorded music, movies), the Internet seems to be having an effect on the field, as it has faced a significant decline since 1990. That decline seems to have slowed substantially since 2000, as librarians adjust to finding new roles in the Internet age. ■

Notes

The data in this article has been compiled using *Social Explorer*: www.socialexplorer.com.

[1] This analysis, which is preliminary, is based upon the original Census materials organized by the Minnesota Population Center. They are available as the Integrated Public Use Micro-data Samples (IPUMS), and are available at www.ipums.org. In 1880 the samples include all of the Census responses in the entire country. In most decades, the data only includes a sample, generally one or five percent. As such, the results presented are subject to sampling error, as well as issues related to Census response in general. Work is underway to make it possible for analyses, such as this, to be conducted in *Social Explorer*, funded by the National Institutes of Health.

[2] The median represents the person in the distribution who is in the exact middle. It is usually used rather than average to depict typical wages and salaries.

This article was first published on the OUPblog (<http://blog.oup.com/>).

THESE ARE THE MAJOR CONFERENCES WE WILL BE ATTENDING IN THE NEAR FUTURE.



Europe

Association for Medical Education in Europe

27-31 August, Vienna, Austria
Katharina Baier,
katharina.baier@oup.com

NAG Conference

7-8 September, Manchester, UK
Jennifer Brothwell,
jennifer.brothwell@oup.com
Ged Welford,
ged.welford@oup.com

International Symposium on Health Information Management Research

8 September, Zurich, Switzerland
Hannah Clark,
hannah.clark@oup.com

Denmark's Electronic Research Library

9 September, Copenhagen, Denmark
Matthew Howells,
matthew.howells@oup.com

ADBU Congress

15-17 September, Vannes, France
Victoria Lopez,
victoria.lopez@oup.com

Association of Medical Libraries (Arbeitsgemeinschaft für Medizinisches Bibliothekswesen)

19 September, Cologne, Germany
Katharina Baier,
katharina.baier@oup.com

Informatio Scientifica - Informatio Medicata

22 September, Budapest, Hungary
Adina Teusan,
adina.teusan@oup.com

Frankfurt Book Fair

12-16 October, Frankfurt, Germany
Wolfgang Steinmetz,
wolfgang.steinmetz@oup.com

EBSCO Open Day - Portugal

17 October, Porto, Portugal
Victoria Lopez,
victoria.lopez@oup.com

Österreichischer Bibliothekartag

18-21 October, Innsbruck, Austria
Wolfgang Steinmetz,
wolfgang.steinmetz@oup.com

Americas

IFLA World Library and Information Congress

13-18 August, San Juan, Puerto Rico
Greg Goss,
greg.goss@oup.com

SCBILA

September, Buenos Aires, Argentina
Greg Goss,
greg.goss@oup.com

Illinois Library Association Conference

2-5 October, Rosemont, IL, USA
Belinda Hayes,
belinda.hayes@oup.com

Pennsylvania Library Association Conference

2-5 October, State College, PA, USA
Belinda Hayes,
belinda.hayes@oup.com

Internet Librarian Conference

17-19 October, Monterey, CA, USA
Chloe Hennin,
chloe.hennin@oup.com

Asia

The Korean Electronic Site Licence Initiative 2nd Forum

September, Korea
Won Jung, won.jung@oup.com

Japan Medical/Pharmaceutical Library Association (JMLA/JPLA) Publishers' Day

September, Osaka & Tokyo, Japan
Kazunori Oike,
kazunori.oike@oup.com

Japan Alliance of University Library Consortia for E-Resource (JUSTICE) Publishers' Day

12 September, Tokyo, Japan
14 September, Osaka, Japan
Kazunori Oike,
kazunori.oike@oup.com

The Korean Medical Library Association 2nd Conference

October, Korea
Won Jung, won.jung@oup.com

Australia & New Zealand

Public Libraries SA Conference 2011

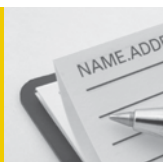
5-6 September, Hindmarsh, Australia
Marika Whitfield,
marika.whitfield@oup.com

Australian Law Libraries Association Conference

28 September, Canberra, Australia
Marika Whitfield,
marika.whitfield@oup.com

To schedule a meeting or to request any other information, please email the relevant contact.

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We also publish a number of acclaimed online products, including the *Oxford English Dictionary*, *Oxford Dictionary of National Biography*, *Oxford Reference Online*, *Oxford Bibliographies Online*, and *Oxford Scholarship Online*.

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Jessica Chesnutt
online.training@oup.com

Other regions

Mark Turner
mark.turner@oup.com

OUP'S NEW LIBRARY SALES DEPARTMENT

Re-organized to better serve the developing academic and research community

In

July 2010, OUP's Global Academic Publishing

business was formed to align and co-ordinate the work of the previously separate Journals, US, and UK Academic Divisions (see Tim Barton's article on page three). Consequently, the structure of our library sales teams has been changed to form a global Library Sales Department, which is made up of the previously separate Journals and Online Sales

teams. The Library Sales team is now split into two branches: Americas, managed by Rebecca Seger, and International, managed by Chris Bennett. Both Chris and Rebecca report to Alastair Lewis.

Serving the library community more effectively

The new Sales Department structure allows us to serve the library community more

effectively. Each member of the Library Sales team is now responsible for supporting our customers across all of OUP's digital academic and research products, whether journals, online books, or reference databases, making it possible for us to tailor our offering to our customers' requirements by discipline or content type. Each library now has one Library Sales contact for OUP's digital academic content. We are always striving to ensure that we

are presenting the most appropriate and worthwhile products to our library customers in order to best serve their needs. We spend as much time as possible learning about each library, understanding what's happening at its institution or community, researching the disciplines taught, and discussing needs with the librarians.

Please see the list below for details of our regional structure.

The Americas

The organization of the Library Sales teams in the Americas allows our sales representatives to fully understand the needs of their customers.

Academic libraries are served by a team that represents Oxford to the four-year college and university libraries throughout the Americas.
Manager: Nancy Roy
nancy.roy@oup.com

Community college, pre-college schools (K-12), private high schools, and public libraries are served by a team that specializes in community colleges (sometimes called 'further education' or 'junior colleges' in different parts of the world).
Manager: Lesa Moran
lesa.moran@oup.com

Special libraries are served by a team that serves a broad mix of corporate, non-profit, law firm, museum, houses of worship, and otherwise specialist libraries.
Manager: Nancy Roy
nancy.roy@oup.com

Consortia. We have a team of Consortia Account Managers, each of whom manages a territory and works closely with consortia throughout the Americas. The account managers work with the sales representatives on all the teams to ensure the individual libraries are aware of consortia offers

and that member libraries are informed of purchasing options through their consortia.
Manager: Debbie Farinella
debbie.farinella@oup.com

International markets

The International Library Sales teams are organized by geographical region. All work in consortia and institutional sales across the higher and further education, public library, secondary school, and corporate market sectors, with the exception of a Specialist Manager for UK Public Libraries and Schools, and a dedicated Medicine Sales team.

Europe, the Middle East, and Africa are served by three teams with managers in Oxford and staff either based in their regions or in the UK.

Northern & Western Europe, comprising the UK and Ireland, Scandinavia, Benelux, and German-speaking countries.
Manager: Francesca Martin
francesca.martin@oup.com

Eastern & Southern Europe, the Middle East, and Africa.
Manager: Aviva Weinstein (on maternity leave), covered by **Adina Teusan**
adina.teusan@oup.com

Medicine. A specialist team covering the hospital and corporate medical

sectors across the above regions.

Manager: Hannah Clark
hannah.clark@oup.com

Australia and New Zealand are covered by a team based in Sydney and Melbourne.
Manager: Marika Whitfield
marika.whitfield@oup.com

India, South and South-East Asia are managed by an India-based sales team, located in Kolkata and Delhi.
Manager: Kaushik Ghosh
kaushik.ghosh@oup.com

The **China** team has representatives throughout mainland China, managed from Beijing, but also covers Hong Kong and Macau, with a further team dedicated to Taiwan, based in Taipei.
Manager: Liping Liu
liping.liu@oup.com

Japan and Korea are managed from our Tokyo office, with a Seoul-based sales manager covering Korea.
Manager: Miki Matoba
miki.matoba@oup.com

Customer training

In addition, we have a global team dedicated to pre- and post-sale customer training for our entire product line, with a training manager covering each continent. This team is vital to developing customers' familiarity with and usage of our

products. They are there, alongside our sales team, to support any aspect of how to get the most out of OUP's digital academic and research products. All our customer training is delivered absolutely free of charge. If you would like to book a training session delivered in person or via Webex, or would like to join one of our regular Webex sessions (open to all), please contact the **Training Team Manager, Mark Turner**
mark.turner@oup.com

Promoting your resources

We also provide a range of initiatives and material to help you drive usage and promote your institution's resources. If you are interested in finding out more, please email our **Head of Institutional Marketing, Claire Dowbekin**,
claire.dowbekin@oup.com

As we continue to develop our products, services, and sales resources across all markets, we are always keen to hear from our customers on how we can better serve your needs. If you have any questions about our current sales structure, or any suggestions about how we can further help you, please contact your regional sales manager or local sales representative.



Chris Bennett,
Head of Library Sales,
International



Rebecca Seger Director
of Institutional Sales,
Americas



Alastair Lewis, Sales
Director, Global
Academic Publishing



JOURNAL OF LEGAL ANALYSIS ACQUIRED BY OXFORD UNIVERSITY PRESS

The *Journal of Legal Analysis*, first published in 2009, is a peer-reviewed publication that reports the latest in legal studies, including doctrinal legal analysis and interdisciplinary scholarship. Based at the John M. Olin Center for Law, Economics, and Business at Harvard University, the *Journal of Legal*

Analysis is a fully open access publication encompassing the best in all aspects of legal studies. OUP is delighted to start publishing the *Journal of Legal Analysis*, beginning with Volume 3, Issue 2, along with the title's full archive.

www.jla.oxfordjournals.org

SOCIAL EXPLORER - UPDATED WITH THE 2010 US CENSUS

Social Explorer, an online demographic research tool designed to provide quick and easy access to current and historical US census data, is currently being updated with the new 2010 US Census information.

The database was updated with all redistricting data upon its release at the end of March 2011. In addition to this information, *Social Explorer* will be updated on a rolling basis as supplementary census information becomes available. New updates will include information on same sex couples, unmarried partners, and foreign-born place of birth, amongst other data.

The 2010 Census information will be added to *Social Explorer's* existing database. *Social Explorer* includes all Census updates from 1790 to the present, all annual updates from the American Community Survey, InfoGroup data on religious congregations, The Religious Congregations and Membership Study, and Carbon Emissions data.

Additional information, which is not freely available on the US Census Bureau's website, will be included in this update; this includes data down to the block group level.

The article on pages four and five has been compiled using data from *Social Explorer*.

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www.socialexplorer.com



OXFORD TEXTBOOK OF MEDICINE ONLINE - UPDATED AND REVIEWED

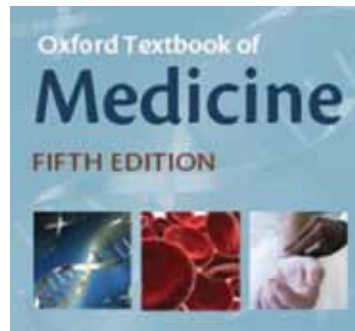
'MEDICAL TEXTBOOKS ARE OFTEN SPOKEN OF AS DINOSAURS - OUT-OF-DATE AND HEADING TOWARDS EXTINCTION.'

Dr John Firth, *On the future of Medical Textbooks*
[\(http://blog.oup.com/2011/06/otm/\)](http://blog.oup.com/2011/06/otm/)

As Dr Firth goes on to say, there may be some truth in this statement, but it isn't entirely correct in the case of the *Oxford Textbook of Medicine*. The online version of the fifth edition of 'Oxford University's great medical legend' is being systematically reviewed and updated to ensure that the work continues to reflect current clinical practice.

Working closely with the textbook's editors, contributors are able to make additions and alterations to existing chapters, and, where major developments have occurred, a full rework of relevant chapters is undertaken, including the addition of new videos, images, and chapter appendices.

All of the updates are noted on each chapter, with an overview given on the homepage, so users can see when and where the revisions took place. The functionality of the site also allows for old versions of each chapter to remain on the site, so users can see how medical knowledge and understanding has



developed over time.

The three editors of the *Oxford Textbook of Medicine*, Dr John Firth, Professor David Warrell, and Dr Timothy Cox, can be seen discussing the above on the OUP YouTube channel.

.....
www.oxfordmedicine.com
www.youtube.com/user/oupblog

EUROPEAN JOURNAL OF ECHOCARDIOGRAPHY CHANGES NAME AND FOCUS



The *European Journal of Echocardiography* is changing its name to *European Heart Journal - Cardiovascular Imaging*, and broadening its focus to include all areas of cardiovascular imaging. This change reflects the increasing importance of these imaging modalities to everyday medical practice. The first issue to publish under the new name will be in January 2012.

European Heart Journal - Cardiovascular Imaging will continue to publish 12 issues per annum and there will be permanent redirects from the previous URL to the new site. The ISSN numbers will be ISSN 2047-2404 for the print version and ISSN 2047-2412 for the online version.

.....
www.ehjcimaging.oxfordjournals.org