英文医学期刊创办的策略

刘谦

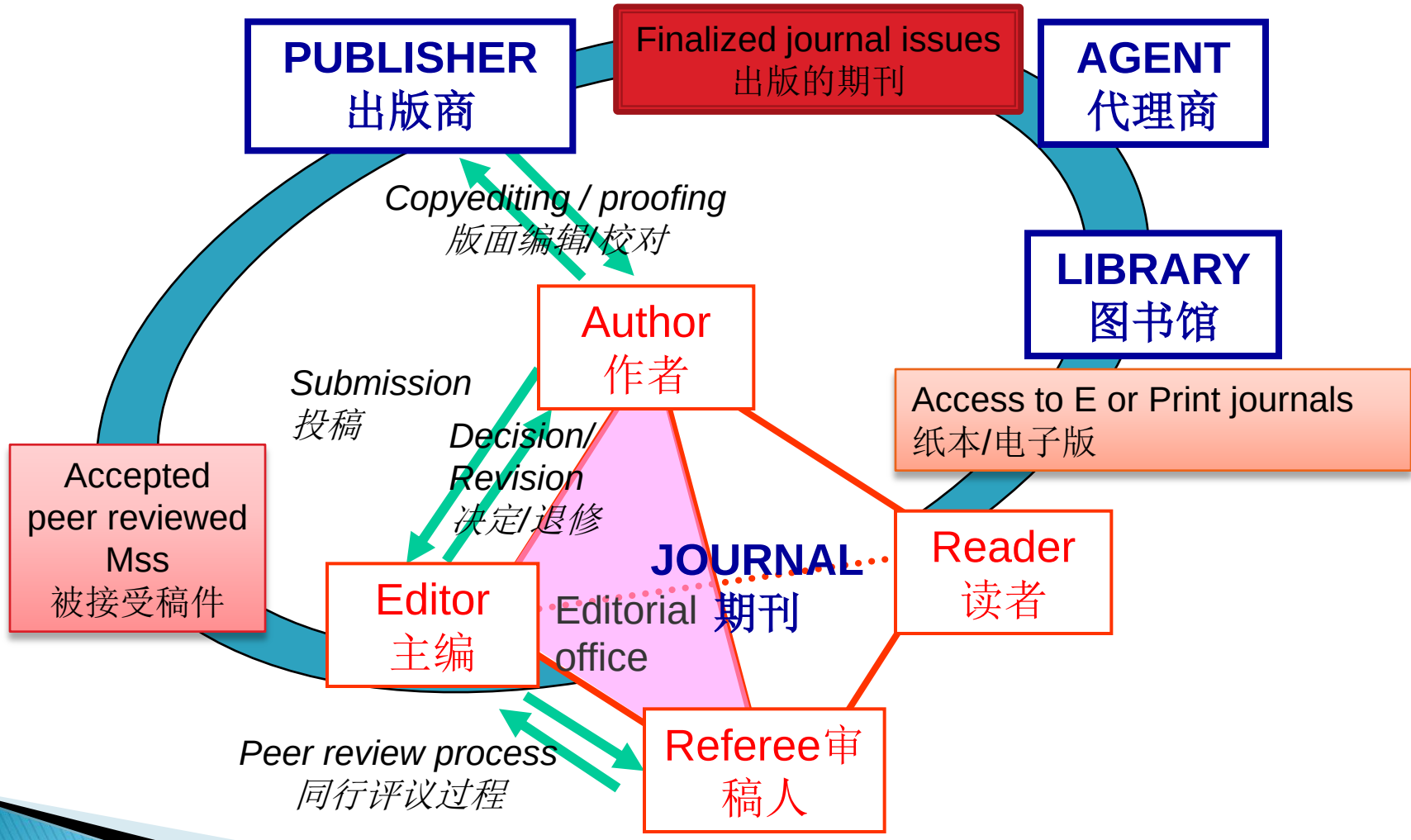
主要内容

- 办刊标准
- 创刊要点

主要内容

- 办刊标准
- 创刊要点

The Journal-Publishing Circle



吸引读者

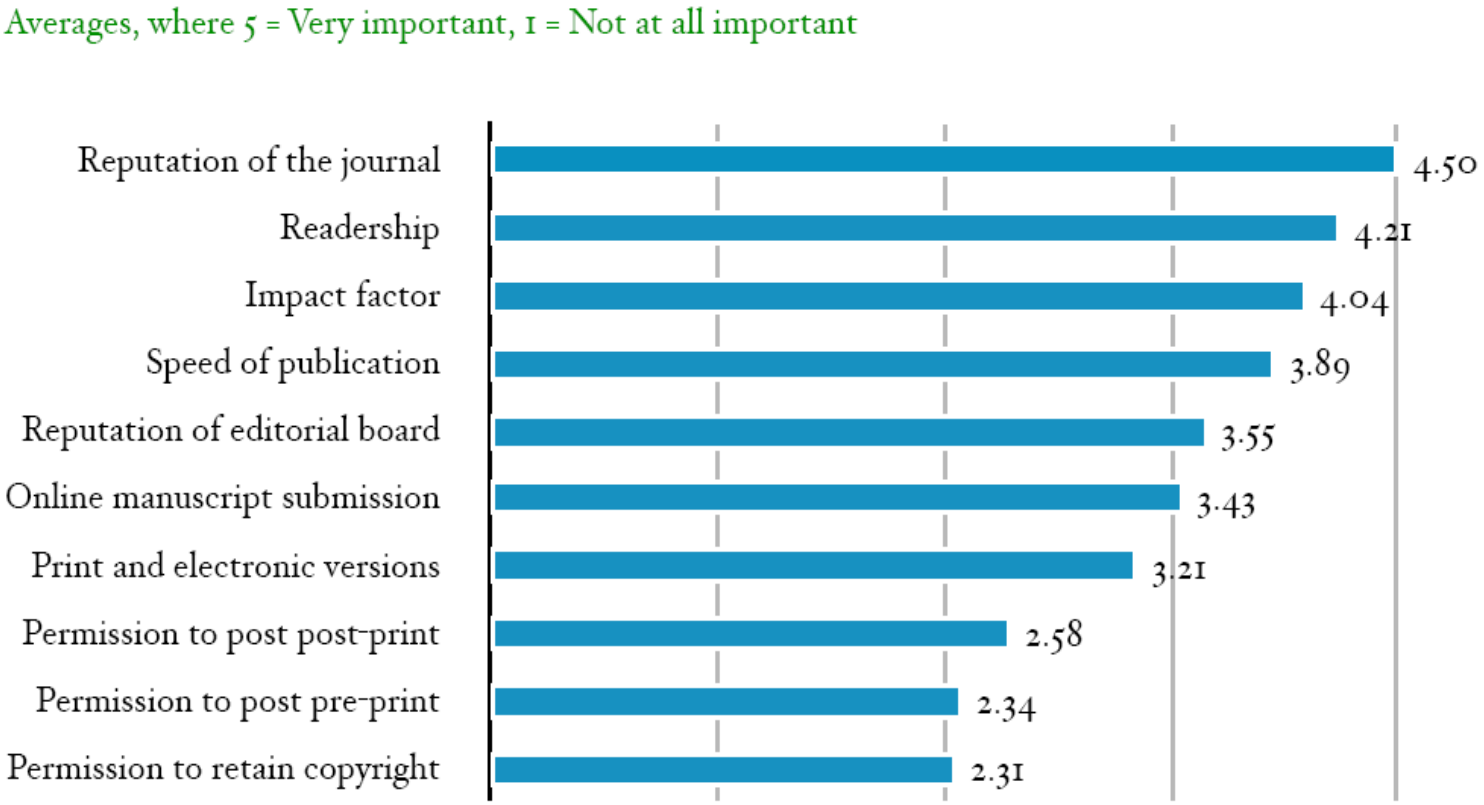
- 全球范围的发行
- 相关领域内的读者
- 可查找和可获取性
- 让内容更有趣些

吸引读者

Table 3: Article downloads by country, 2010 (source: Elsevier, 2011)

Country	*Article downloads (millions)*	*Proportion of global total (%)*
Global total	1065	100.0
USA	327	30.7
China	105	9.9
UK	100	9.4
Germany	70	6.6
Japan	62	5.8

吸引作者

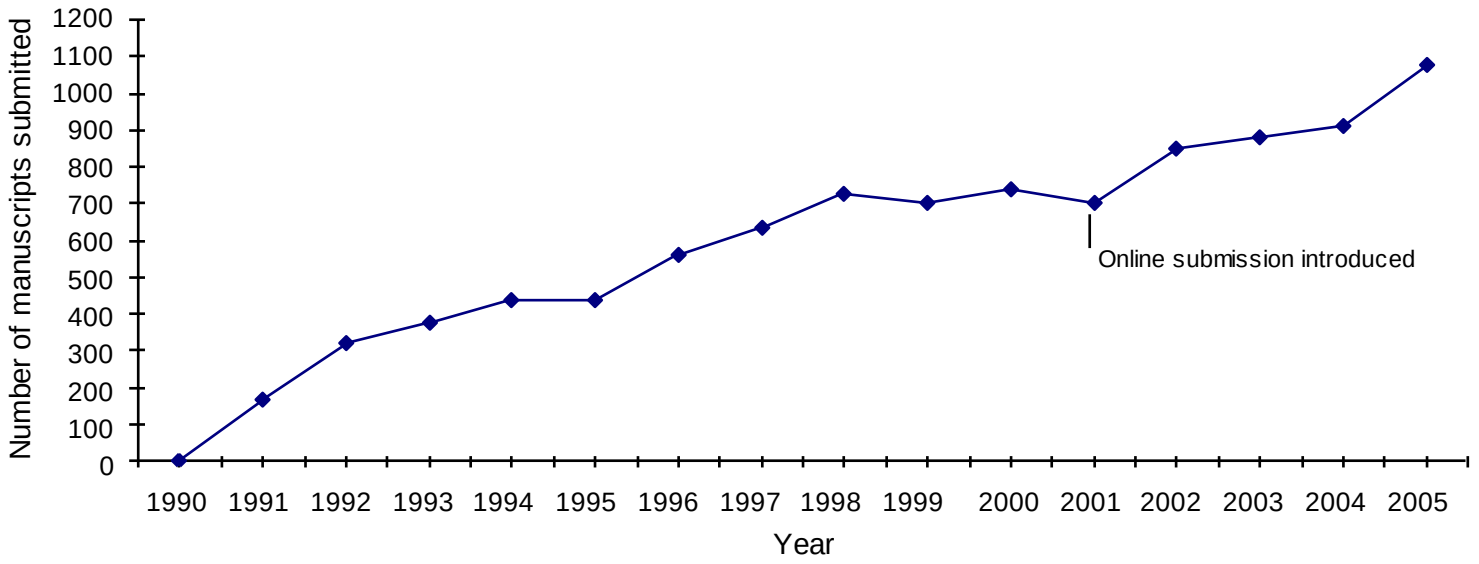


Ian Rowlands and Dave Nicholas. New Journal Publishing Models: An international survey of Senior Researchers. A CIBER Report for the Publishers Association and International Association of STM Publishers. 2005

吸引作者

吸引最优秀的作者-在线投稿

例子：采用在线投稿系统后，投稿显著增加



吸引作者
提前在线出版

Accepted Articles

Title: The Ozone Component of Global Change: Potential Effects on Agricultural and Horticultural Plant Yield, Product Quality and Interactions with Invasive Species

Running title: Tropospheric O_3: Another component of global change

Fitzgerald Booker[1*], Russell Muntifering[2], Margaret McGrath[3], Kent Burkey[1], Dennis Decoteau[4], Edwin Fiscus[1], William Manning[5], Sagar Krupa[6], Arthur Chappelka[7] and David Grantz[8]

[1]U.S. Department of Agriculture, Agricultural Research Service, Plant Science Research Unit, and Department of Crop Science, North Carolina State University, 3127 Ligon Street, Raleigh, NC 27607, USA
[2]Department of Animal Sciences, Auburn University, Auburn, AL 36849, USA
[3]Department of Plant Pathology and Plant-Microbe Biology, Long Island Horticultural Research Extension Center, Cornell University, Riverhead, NY 11901, USA
[4]Department of Horticulture, The Pennsylvania State University, State College, PA, 16802, USA
[5]Department of Plant, Soil and Insect Sciences, University of Massachusetts, Amherst, MA 01003, USA
[6]Department of Plant Pathology, University of Minnesota, St. Paul, MN 55108, USA
[7]School of Forestry and Wildlife Sciences, Auburn University, Auburn, AL 36849, USA
[8]Department of Botany and Plant Sciences, University of California, Riverside, CA 92521, USA

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吸引作者
提前在线出版

Accepted Articles

Artificial sweeteners are not sweet to the gut microbiome

Open Access

In Press, Accepted Manuscript, *Available online 18 October 2014*

Jun Sun

Abstract | PDF (799 K)

Accepted Manuscript

Artificial sweeteners are not sweet to the gut microbiome

Jun Sun

PII: S2352-3042(14)00032-4

DOI: 10.1016/j.gendis.2014.09.008

Reference: GENDIS 24

To appear in: *Genes & Diseases*

Received Date: 29 September 2014

Accepted Date: 29 September 2014

吸引作者
提前在线出版

Early View

Develop. Growth Differ. (2008)

doi: 10.1111/j.1440-169X.2008.00992.x

Review

Draft genome of the medaka fish: A comprehensive resource for medaka developmental genetics and vertebrate evolutionary biology

Hiroyuki Ta

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Develop. Growth Differ. (2008) **50**, S157–S166

doi: 10.1111/j.1440-169X.2008.00992.x

Review

Draft genome of the medaka fish: A comprehensive resource for medaka developmental genetics and vertebrate evolutionary biology

Hiroyuki Takeda*

Department of Biological Sciences, Graduate School of Science, University of Tokyo, Tokyo 113-0033, Japan

The medaka *Oryzias latipes* is a small egg-laying freshwater teleost, and has become an excellent model system for developmental genetics and evolutionary biology. The medaka genome is relatively small in size, ~800 Mb, and the genome sequencing project was recently completed by Japanese research groups, providing a high-quality draft genome sequence of the inbred Hd-rR strain of medaka. In this review, I present an overview of the medaka genome project including genome resources, followed by specific findings obtained with the medaka draft genome. In particular, I focus on the analysis that was done by taking advantage of the medaka system, such as the sex chromosome differentiation and the regional history of medaka species using single nucleotide polymorphisms as genomic markers.

Key words: mutant, sex chromosome, SNP, speciation.

吸引作者
提前在线出版

In press, Corrected Proof

Fibroblast growth factor (FGF) signaling in development and skeletal diseases Review Article — Open Access
In Press, Corrected Proof, Available online 12 October 2014
Chad M. Teven, Evan M. Farina, Jane Rivas, Russell R. Reid
Abstract | PDF (1221 K)

pRb-E2F signaling in life of mesenchymal stem cells: Cell cycle, cell fate, and cell differentiation Review Article — Open Access
In Press, Corrected Proof, Available online 30 September 2014
Boris Popov, Nikolay Petrov
Abstract | PDF (1247 K)

The tale of autologous iPSCs: A monkey perspective — Open Access
In Press, Corrected Proof, Available online 30 September 2014
Fei Li
PDF (242 K)

Chemotactic signaling in mesenchymal cells compared to amoeboid cells Review Article — Open Access
In Press, Corrected Proof, Available online 28 September 2014
Alexander V. Vorotnikov, Pyotr A. Tyurin-Kuzmin
Abstract | PDF (876 K)

Wnt *versus* Hippo: A balanced act or dynamic duo? Original Research Article — Open Access
In Press, Corrected Proof, Available online 16 September 2014
Zhongliang Wang, Jixing Ye, Youlin Deng, Zhengjian Yan, Sahitya Denduluri, Tong-Chuan He
Abstract | PDF (264 K)

ARTICLE IN PRESS

+ MODEL

Genes & Diseases (2014) xx, 1–15

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journal homepage: http://ees.elsevier.com/gendis/default.asp

REVIEW ARTICLE

Fibroblast growth factor (FGF) signaling in development and skeletal diseases

Chad M. Teven [a], Evan M. Farina [b], Jane Rivas [b], Russell R. Reid [a,*]

[a] *The Laboratory of Craniofacial Biology, Section of Plastic & Reconstructive Surgery, Department of Surgery, The University of Chicago Medical Center, 5841 South Maryland Avenue, MC 6035, Chicago, IL 60637, USA*

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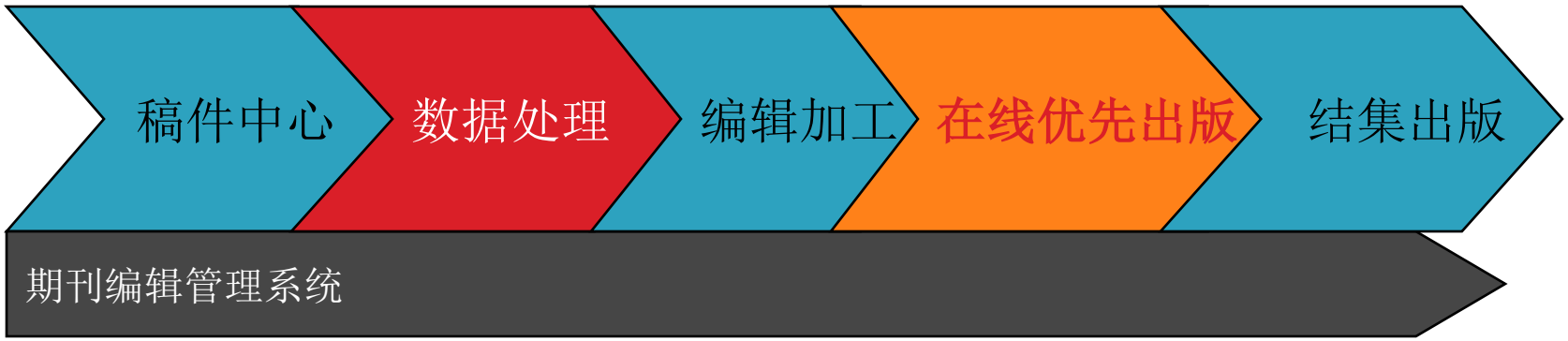
Received 9 September 2014; accepted 15 September 2014

KEYWORDS
Craniosynostosis;
FGF signaling;
Fibroblast growth factor;
Fibroblast growth factor receptor;
Genetics;
Pathogenesis;

Abstract Fibroblast growth factors (FGF) and their receptors serve many functions in both the developing and adult organism. Humans contain 18 FGF ligands and four FGF receptors (FGFR). FGF ligands are polypeptide growth factors that regulate several developmental processes including cellular proliferation, differentiation, and migration, morphogenesis, and patterning. FGF-FGFR signaling is also critical to the developing axial and craniofacial skeleton. In particular, the signaling cascade has been implicated in intramembranous ossification of cranial bones as well as cranial suture homeostasis. In the adult, FGFs and FGFRs are crucial for tissue repair. FGF signaling generally follows one of three transduction pathways: RAS/MAP kinase, PI3/AKT, or PLCγ. Each pathway likely regulates specific cellular behaviors. Inappro-

无缝的电子出版



吸引作者

作者服务

- 文章撰写与投稿指南
- 跟踪投稿所处状态
- 与朋友分享发表的文章
- 科技论文撰写与投稿讲座
- ….

严格公正的同行评议(Peer Review)

- 期刊应制定清楚的政策
- 主编应实行统一的标准
- 作者、主编和审稿人之前的讨论应该是保密的
- 主编有责任保证实行高标准的客观、无偏见和及时的同行评议
- 为作者提供有价值的反馈建议，帮助作者提供研究水平与论文质量

遵循较高的出版道德规范标准

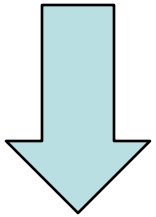
- Plagiarism
- Duplicate publication
- Redundant publication
- Falsification and fabrication
- Figure Manipulation
- Conflict of interest
- Disputed authorship

主要内容

- 办刊标准
- 创刊要点

独特卖点

确定期刊的独特卖点**(USP-Unique Selling Proposition)**
实施用于增加读者、内容价值、使用和销售的相关措施



期刊收入与内容质量持续增长或提高

办刊流程

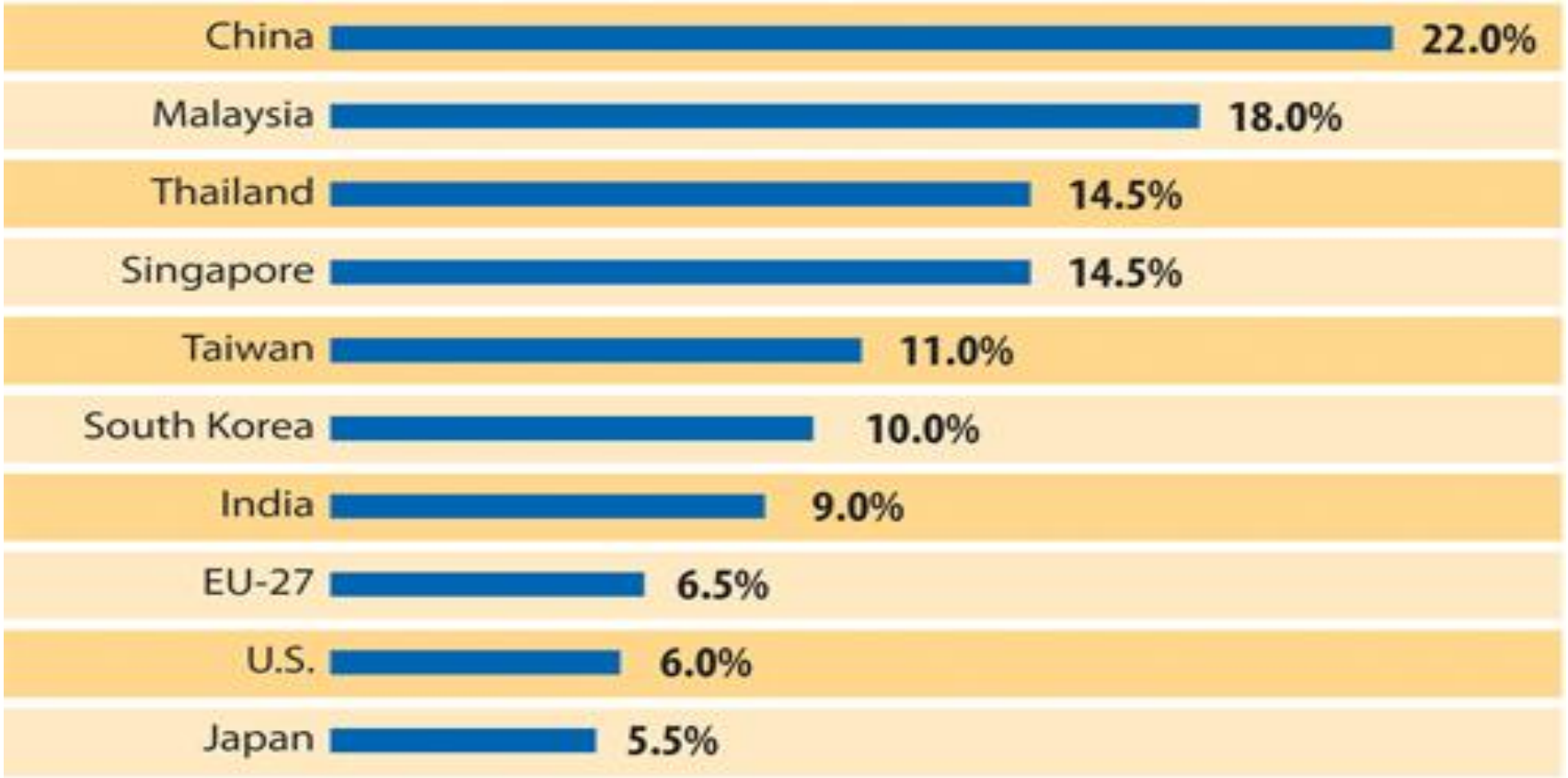
1. Understand your market 了解市场
2. Develop your vision/ideas 提出愿景
3. Compare against the competition与竞争者进行比较
4. Position the journal 期刊定位
5. Set meaningful objectives that will achieve the mission 设定有意义的目标
6. Measure performance 绩效评价
7. Review and refine objectives目标总结与修正

1. 了解市场 :从哪里来

这里所说的市场（Market)包括

- 谁是主要作者：医生、专业人员、学生、基础研究人员、应用科学家
- 谁是主要读者，他们为什么及如何使用期刊
- 该学科的科研经费是否充分，是在增长还是减少？
- 该学科的发展情况如何？目前所出版的内容是否留有空白？

Research expenditures Annual rate of growth



2. 提出愿景：到哪里去

- 希望期刊在未来3-5年或10年内发展成为什么样子？

PubMed？ SCI? 月刊？ 半月刊？

3. 比较: 知己知彼

- 找出直接竞争对手
- 与竞争对手进行比较
- 本刊的特点

S Strengths(强项）

W Weaknesses（弱项）

O Opportunities（机会）

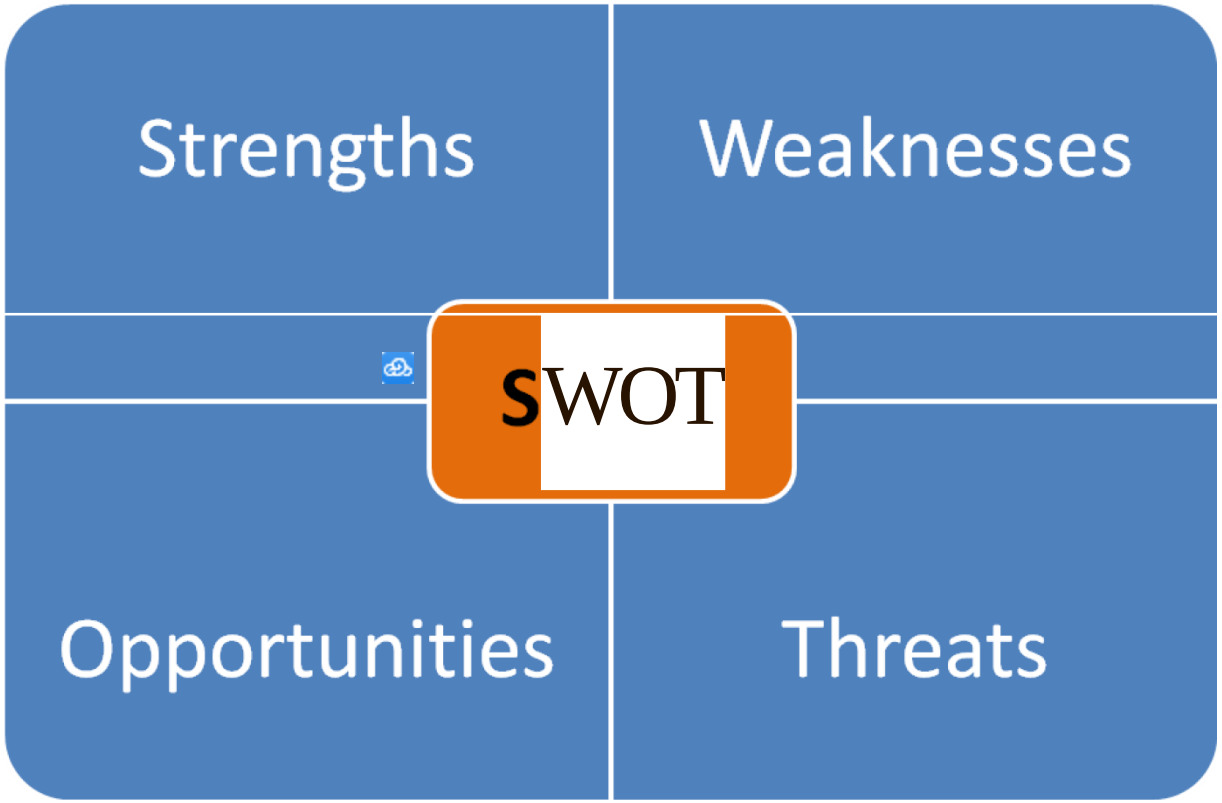
T Threats（威胁）

有利因素

不利因素

内因

外因



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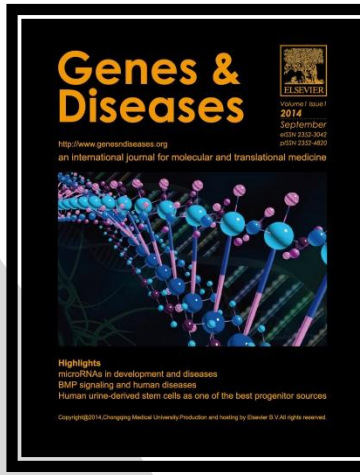

H:59

H:55

H:53

H:56

编委会H指数

50以上8人（10%）

20以上59人（72%）

应该使用哪些指标进行分析？

- 文献计量分析 (Bibliometrics）
- 读者的市场分布
- 作者的市场分布
- 发表速度、主编和审稿人的绩效
- 编委的构成、科研成就、论文发表情况
- 广告收入、订阅价格及收入
- 单位成本…

4. 期刊定位: 我是谁

- 找出独特卖点（USP-Unique Selling Proposition）
- USP一定要是市场相关的
- USP 通常是与质量和价值相关
- USP一定要清晰明确
- 它能够使你集中时间和资源
- **利基市场**(niche market，**小众市场**)更易成功

e. g.

MMR MILITARY MEDICAL RESEARCH

Endoscopic Ultrasound

Genes & Diseases

分子与转化医学领域国际期刊

MMR MILITARY MEDICAL RESEARCH

Endoscopic Ultrasound

An official journal of Euro-EUS Scientific Committee, Asia-Pacific EUS Task Force and Latin American Chapter of EUS.

6. 绩效评价

7. 及时总结与调整

- 是否实现了预定的目标？
- 如果没有，为什么？
- 原定目标是正确的吗？
- 相关的人员是否称职？
- 市场发生了变化？
- 未来的市场方向在哪里？

THANKS!