

Preface II

It is a well-worn cliché that medicine has evolved at an incredible pace in recent years. What is perhaps less appreciated is the fact that the world of medical publishing has also evolved in parallel over the same time and at a pace that nears—or even exceeds—that of clinical advances. Indeed, it is fair to say that the rapid developments in medical publishing have complemented and often driven those recent developments in medicine and surgery.

Some of those great advances in medical publishing may be more familiar to clinicians. These include the advent of computerized indexing of the literature, and the availability of journal contents online. Medical journals themselves have adapted to the digital era by using fully electronic peer-review systems, grading of reviews to maintain quality, and sophisticated software to exclude academic improprieties. Open-access journals have now proliferated, generating heated debate over their value to the medical community. On one hand, some have accused the explosion of such journals as being cynically profit-driven and a nuisance through their flooding of scientists' inboxes with requests for article submission. On the other hand, they offer authors greater opportunities to reach readers, and often with quick publication times.

Into this rapidly changing environment of medical publication, AME Publishing has emerged as a unique and innovative entity. Whereas many publishing companies born into these interesting times have struggled, AME has quickly made its way to the upper echelons in terms of respectability and recognition. It has launched a fantastic number of journals - but unlike many other publishers and journal offices, AME has backed each title up with the assembly of truly world-class editorial boards with very well-recognized leaders in their specialties and then supported them with an extraordinary, tireless editorial staff. The journals are run with pragmatism (not dogmatism), and can accommodate new trends and preferences amongst both authors and readers alike: the success of the Special Issues run by many AME journals attest to this. Often, the editorial staff can be seen journeying far and wide to medical conferences around the world to meet international experts and take the pulse of where clinical interests and developments are headed. The close relationships developed between the clinical innovators and the publishers foment a symbiosis, allowing good medical ideas to reach the world efficiently. It comes as no surprise that AME has achieved such success and respectability in the world of medical sciences so quickly. No other publisher I know of has had so many journals become indexed or attained Impact Factors in such a short space of time.

With any story of success, there follows interest in how such success was attained. Whether one is curious, intrigued or eager to emulate, that story is one that needs

to be read. This book tells that story. For anyone with any interest in medical publication—whether as an author, a reviewer, an editor, or a reader—a behind-the-scenes look at how one of the most dynamic, young medical publishing companies operates promises to be most interesting. How did such a publisher start up? How did it climb its way to the top? What makes it tick? Who are the people behind its rise? Within the pages of this celebratory book, one can find the answers.

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