

SAGE advances its Therapeutic series

Following the success of *Therapeutic Advances in Cardiovascular Disease* and *Therapeutic Advances in Respiratory Disease* launched during 2007, in July 2008, SAGE introduced a further two titles to the series; *Therapeutic Advances in Gastroenterology* and *Therapeutic Advances in Neurological Disorders*. The Therapeutic Advances series encompasses the highest quality peer-reviewed articles, reviews, and scholarly comment relating to emerging therapies in cardiovascular disease, respiratory disease, neurological disorder and Gastroenterology.

By focussing only on advances in clinical therapies the journals provide a unique platform for clinicians and researchers to share strategies for the treatment of disease. The titles will in particular look to attract cutting edge smaller scale studies, which typically struggle to be accepted in the larger titles in these disciplines. This new series of journals provide a vehicle for rapid, rigorously peer-reviewed publication of original research and review articles and are a welcome addition to the SAGE portfolio.

For more information on the series of Therapeutic Advances journals, visit:

<http://www.sagepub.co.uk/tajournals/>



Celebrating the best research with the Times Higher Awards

Entries to the Research Project of the Year at the Times Higher Awards 2008 are more than 50% higher than in 2007. The award, which is sponsored by SAGE, has received 53 entries from over 30 institutions across the UK.

The Research Project of the Year is awarded for innovative research that has a far-reaching impact on its field and has caught, or has the potential to catch, the imagination of the public. The diversity of the UK's research output is strongly acknowledged in the breadth of disciplines covered in this year's entries. Ranging from art to health sciences, psychology and engineering, the entries underline the many different ways in which research contributes to the cultural and economic health of Britain.

SAGE is proud to support this award, and to see such strong input from across the higher education community. The shortlist for all 18 awards categories will be announced on 25th September and the final awards ceremony will take place at London's Grosvenor Hall Hotel on the 23rd October 2008.

For more information visit:

www.sagepub.co.uk/awards



Books for Schools

SAGE is strongly committed to the international dissemination of scholarship. Each July, SAGE staff are asked to nominate schools, libraries or reading programmes they think would benefit from a donation as part of our *Books for Schools* scheme. The scheme, which was set up in 2002, donates money for books to schools, both local and international. Last year, 20 schools were given £500 each, including St Monica's School in Hackney, Woodlands High School in Cardiff, and the Wa School on the Thai/Burmese border. This year we will be donating to 24 schools, and the nominations include schools in Belize, Poland, and Hackney.

Read more about our community programmes at

<http://www.sagepub.co.uk/aboutCommunity.nav>

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Welcome to the SAGE Author newsletter. We're committed to keeping you up to date with all the latest news and activities from the SAGE community, and welcome your suggestions for future topics and features. We're always pleased to hear from you, so do get in touch by contacting your Marketing Manager or by emailing authors@sagepub.co.uk

Grand Designs



Above: SAGE hits the Design Museum Right: Stephen Barr Managing Director, and Violet Richardson Head teacher of St Monica's RC Primary School.

On 26th June, more than 300 SAGE authors, editors, society officials and colleagues donned their glad rags and headed to London's Design Museum for an evening of champagne, canapés, and jazz at our annual summer party.

The Design Museum is one of the world's leading museums devoted to contemporary design, and guests enjoyed a private view of works by Richard Rogers, Tim Walker and Industrial Facility.

We were delighted to have as our guest speaker Violet Richardson, Head teacher of nearby St Monica's RC Primary School, where a number of SAGE employees take part in a Reading and Numbers Partners Scheme run through Inspire, the Education Business Partnership for the London Borough of Hackney. Mrs Richardson shared her experiences of working at St Monica's, and highlighted the impact that the Reading and Numbers Partner Schemes have on their pupils' learning.

Thank you to all of you who made it, and we hope you enjoyed the evening!



Twenty years of *Counselling in Action*

Counselling in Action is SAGE's bestselling series of short, practical books that explore the theoretical approaches and day-to-day issues of counselling and psychotherapy. These books have been specifically developed for students and trainees and have become core texts which have taught and inspired thousands of students and practitioners, both in the UK and Worldwide.

The series editor, Windy Dryden, explains how and why the *Counselling in Action* series is still going strong two decades on.

"Counselling as a profession has broadened over the last 20 years, shifting away from education to more clinical issues. I had no expectations when I started the *Counselling in Action* series. It was the first British series in counselling which has probably helped it make its mark. It has certainly done well...The series is quite an achievement."

To celebrate the 20th Anniversary of this series, SAGE has redesigned the books with a fresh, contemporary look to re-launch it into its next 20 years of widespread readership and success.

SAGE acquires CQ Press

In May, SAGE acquired CQ press – the publishing unit of Washington-based Congressional Quarterly Inc.

CQ Press serves the library, college and professional markets with a diverse array of print and online products. It publishes about 100 new titles each year, with a growing and authoritative list of textbooks and reference titles focusing on political science, mass communication, and related disciplines.

The acquisition brings benefits to both organizations. CQ Press and SAGE enjoy a shared mission and values, both driven by a passion for scholarship and innovation that impacts education and public policy. We expect libraries, bookstores, faculty, and all other customers to see increased service and offerings from our combined resources. CQ Press will stay intact as a division of SAGE based in Washington DC, bearing the CQ Press imprint. In the longer term, we feel that both organizations will benefit from our combined content and technology resources, enabling us to create new and innovative products and services that will continue to meet the needs of our changing markets. Find out more about CQ Press at www.cqpress.com



500 journals now live on SAGE Journals Online

With the launch of the journal site for *Journal of Parenteral and Enteral Nutrition (JPEN)*, published on behalf of the American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.), SAGE are celebrating the 500th site on SAGE Journals Online (SJO), our award-winning online journal delivery platform.

Developed in association with Stanford University's HighWire Press, SJO offers advanced search and browse functionality, search history, marked citations, COUNTER-compliant usage statistics, and Web 2.0 features such as social bookmarking and RSS feeds. Coupled with access to backfile content going back to volume 1, issue 1, SJO provides users access to the fifth largest collection of Social Science, Humanities, and Science, Technical, and Medical content in the world.

SJO was recently named "2007 Best Platform" by the Professional and Scholarly Publishing division of the Association of American Publishers.

Visit SJO at <http://online.sagepub.com>

2007 JCR reports show continued growth for SAGE journals

The 2007 Thomson Reuters Journal Citation Reports (JCR) were released in June and we're delighted that SAGE's rankings continue to grow steadily. Highlights include number one rankings for *Neurorehabilitation and Neural Repair*, which saw its Impact Factor increase by 60% to 3.823; *The Counseling Psychologist*, (now 3.977); *Social Studies of Science*, (now 1.651); and *Child Maltreatment*, which saw its Impact Factor increase by 75% to 2.352.

A number of other SAGE journals have also seen an increase in their impact factors including *The Neuroscientist*, now 5.796; *Journal of Psychopharmacology*, now 3.782; and *Personality and Social Psychology Review*, now 4.763. *History of the Human Sciences*, *Journal of Management Inquiry*, *Social Science Information* and *Journal of Plastic Film and Sheeting* also saw their Impact Factors increase by more than 150%.

With 264 unique titles now ranked, SAGE publishes 10% of the journals included in the Social Science Edition of the JCR and remains market leader in Sociology, Criminology, Political Science, Urban Studies, and Communication by number of ranked titles.

The full picture with Amazon Retail Analytics

SAGE has always worked closely with Amazon both in the UK and the US, and this year we subscribed to Amazon's online sales reporting system, Amazon Retail Analytics (ARA). ARA provides invaluable information, allowing us to see how customers are interacting with and purchasing SAGE titles through Amazon websites. We can see where in the UK (down to postcode area level) our books are selling. For example, so far this year Birmingham has been the largest area for sales.

Information on specific books selling in specific areas will be useful for tracking adoptions at the start of term, as we know many students use Amazon instead of their local campus store. We can see which books customers looked at on Amazon before they came to buy a SAGE book – an excellent way to assess competition and, equally interesting, we can see into the anonymous customer's "basket" on Amazon, and find out what books were bought alongside SAGE books. We can track the sales trends of our titles against competing titles to monitor published titles' performance, and to assess potential for new titles.

Amazon receives a regular feed of bibliographic information on our books, which is supported by the Sales and Marketing departments adding jacket images, content for the Search Inside feature, reviews and extra descriptions such as author biographies, and more. ARA can be used to assess the success of these efforts as well as guiding us in our extra promotional initiatives with Amazon, and throughout the year we will run email campaigns and title promotions through the site. ARA is providing a fuller picture than ever before of SAGE's presence on Amazon and certainly so far in 2008 the picture is looking excellent.



Meet our video stars

The internet has made it easier than ever to share information about new books and journal content from SAGE. Video sharing sites like YouTube are designed for users to rate short video clips and to pass them on to like-minded individuals. To engage with these users, during 2008 we have started to create a number of clips for our latest key book launches. These clips make it possible for readers to find out more about the authors 'behind the book'. Visit <http://www.youtube.com/user/sagepublications> to take a look for yourself!

A number of journals are also now investigating both audio and video recordings, and watch out for more information about this during 2009.

Active promotion, active sales!

Some ideas for our book authors on promoting your latest publication

Do you give talks at conferences, or run workshops?

Let us know so that we can provide you with flyers of your book, and we'll offer a 20% discount and free P&P for the delegates. We can also send you an electronic format of the book flyer with the discount so you can e-mail it to all your colleagues, contacts and networks, and suggest that they forward it on to anyone they think might be interested.

Use Amazon

Encourage your colleagues/ contacts to review your book on Amazon – and to vote good reviews of your book as 'helpful'. The more reviews and 'helpful' votes your book has, the more likely it is to get highlighted on Amazon's category pages which will lead to more clicks and more sales. Also, create a 'Listmania list' – featuring your book!

Are there any journals or magazines which are relevant to your area?

Should your book relate to a relevant publication, or if you are

involved in a publication or network, contact them to write an article which is relevant to your book. We'll feature the book alongside the article offering the readers a 20% discount.

And also...

Mention your book in your e-mails

Do you have your own website?

Add an 'Amazon affiliate' button to direct purchasers to buy through Amazon. This will raise the sales rank and increase the likelihood that the book will appear as a recommended title.

Notify your colleagues and relevant contacts about your book.

Ask us to compile an e-mail for you, and send it from your e-mail – this way they'll be more likely to open it.

For more ideas, visit:

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