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How to
Publish with
a Scholarly
Publisher

or rather....

How to (successfully) publish with a scholarly publisher



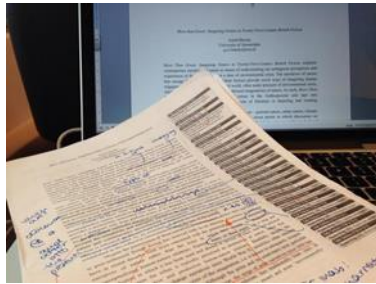
BRILL

Agenda

- About Brill
- Why publish?
- How to publish a journal article
- From dissertation to book
- Peer Review
- Publishing Ethics

The Future:

- Open Access publishing



What this talk will give you:

**Tips on why/what/where to publish your journal article or book,
what to do and what not to do to achieve best results,
how to publish your PhD thesis as a book,
how the peer-review process works,
what the mechanics of the process are from a publisher's perspective.**

What this talk will not give you:

**A sales pitch to buy Brill books,
a shortcut to publishing with Brill,
direct help with your own paper or book proposal,
offer to help with English-language editing or translation.**

About Brill



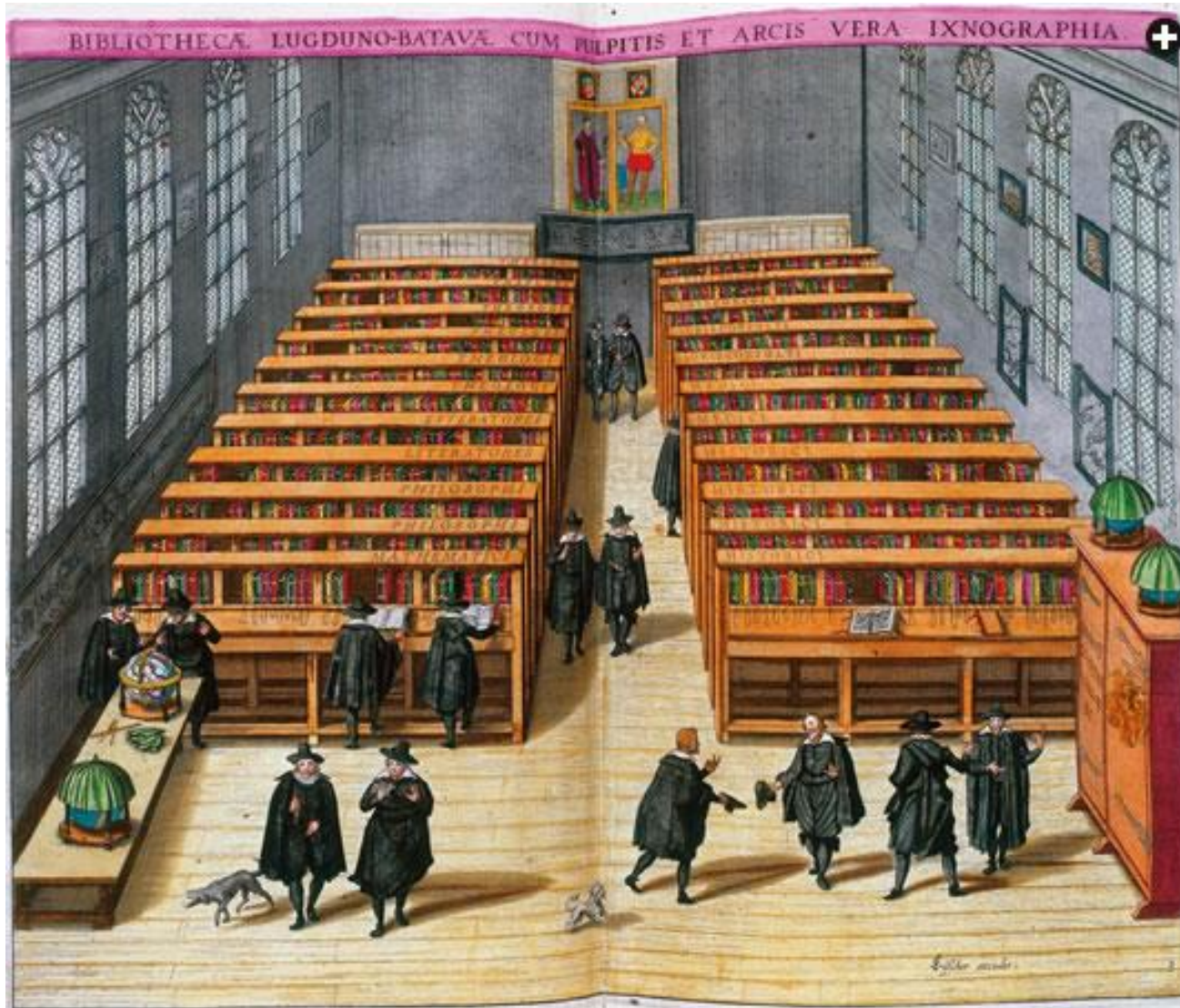
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About Brill



Founded in 1683 – 338 years ago – at the University of Leiden (NL).

About Brill



Brill's publications followed the interest of the scholars at Leiden University, which was widely known for its research in Oriental Languages, Biblical Studies, Classical Studies, Theology, Hebrew and Arabic Studies.

About Brill

Subject areas

Humanities

African Studies
American Studies
Ancient Near East and Egypt
Art History
Asian Studies
Biblical Studies
Book History and Cartography
Classical Studies
History
Jewish Studies
Language and Linguistics
Literature and Cultural Studies
Media Studies
Middle East and Islamic Studies
Philosophy
Religious Studies
Slavic and Eurasian Studies
Theology and World Christianity

Social Sciences

Sociology & Anthropology
Education

Law

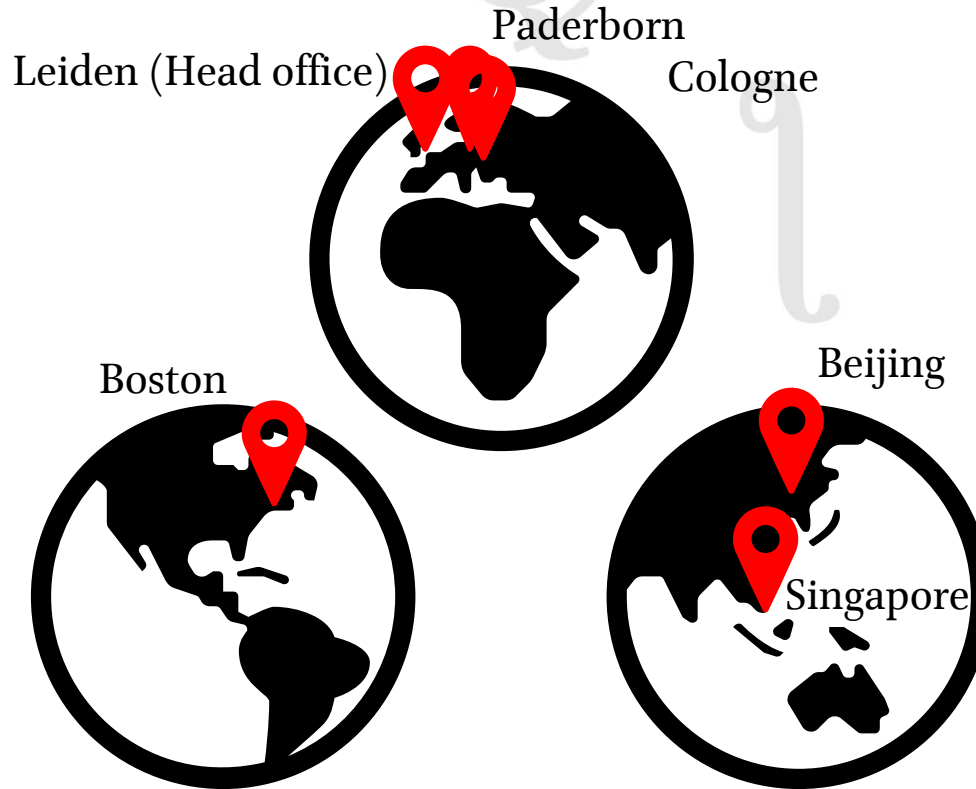
Human Rights and Humanitarian Law
International Law
International Relations

Science

Biology / Natural History
History of Science

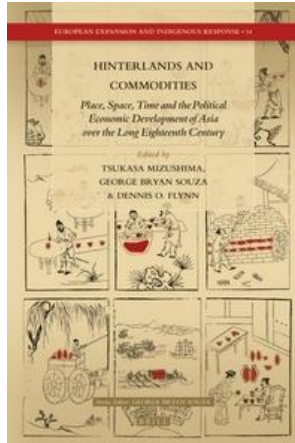
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Offices worldwide

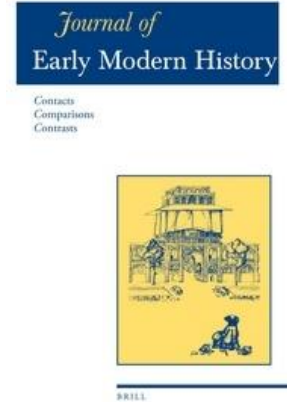


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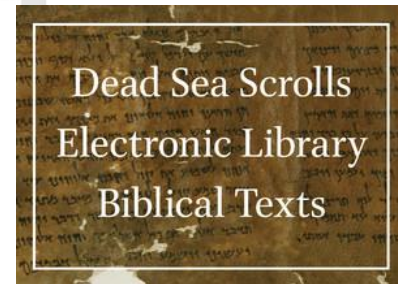
Products and formats



1,200 new books p.a.



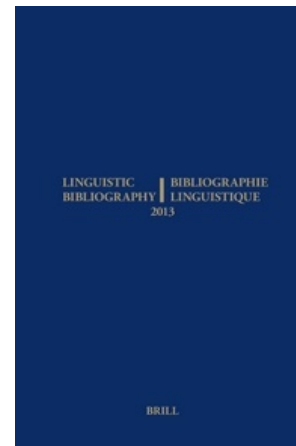
300+ Journals



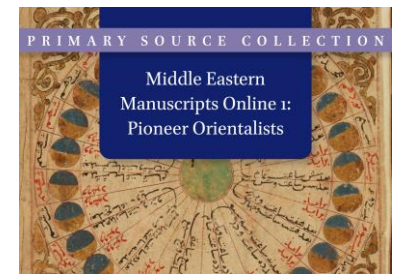
Reference Works



Dictionaries



Bibliographies



Primary Sources

About Brill

Online platforms



www.brill.com

Almost all content from Brill (books, journals, reference works, bibliographies, primary sources, dictionaries) since 2006 is available in both print and online formats.



About Brill

- Brill employs 25 publishers or “Acquisitions Editors”
- Develop publishing list and acquire/commission new projects in 24 main subject areas
- Build and maintain a network of authors and editors
- Appoint and oversee Editors and Editorial Boards of journals and book series
- Keep abreast with developments in the field

Why publish?



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You have an obligation ...to exchange ideas globally



Why publish?

Publishing is one of the necessary steps embedded in the research process.

We should publish:

- To present new and original research
- To rationalize (refine or reinterpret) published research
- To review the field or to summarize a particular subject
- To publish what advances, not repeats, knowledge and understanding in a certain field

We should not publish:

- **Duplications** of previously published work
- Incorrect/not acceptable conclusions



You need a **GOOD** manuscript to present your contributions to the scholarly community

What is *your personal reason* for publishing?



However, editors, reviewers, and the research community DO NOT care about these reasons.

What you need before you can publish

Know the background material

Read broadly

Determine the key papers and books in your field

What is the current state of understanding?

Identify gaps in the knowledge

What you need before you can publish

There is a direct relationship between the number of articles/chapters downloaded by a researcher or institution and the number of articles/chapters published.

I.e. Access to high-quality content leads to more and better research output.

Low amount of content available = low amount of papers being produced.

Why publish in English?

- The international language of scholarly communication and science
- Other academics **WANT** to hear from researchers from
- Allows you to become an effective communicator
- Number of publications is linked to funding success and reputation

Why do publishers exist?

- Registration
- Quality assurance
- Dissemination
- Archiving

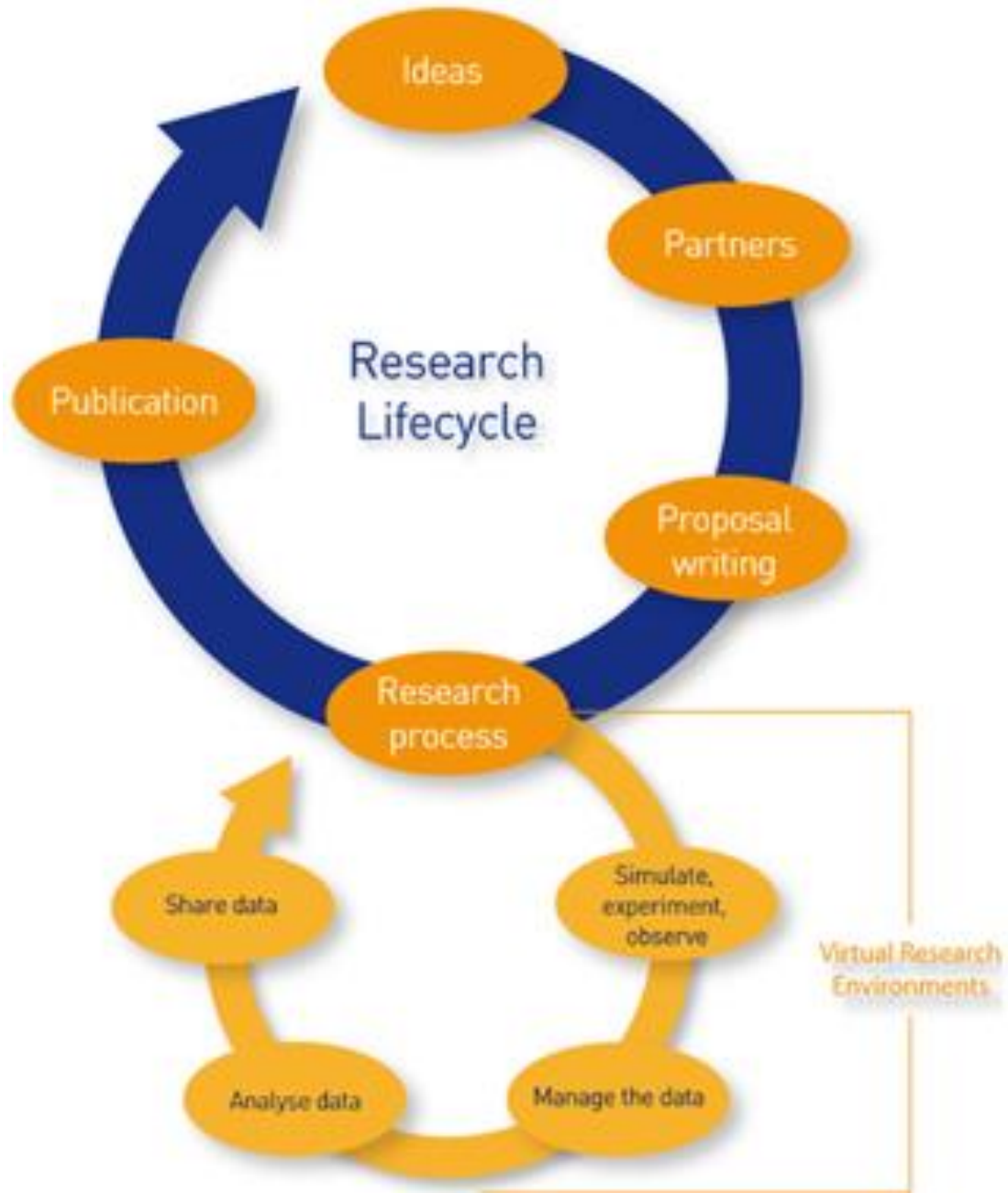
There are also different types of publisher.....

- Commercial giants – Elsevier, Springer, Wiley
- University presses – OUP, CUP, UCP
- Smaller commercial – Brill, De Gruyter, Sage
- Society publishers – IOP, AMS, ACS

Scholarly Publishing Timeline

- **1323:** Compagnie du Gai Sçavoir, the **oldest learned society** on record, is founded in Toulouse, France.
- **1660:** The [Royal Society of London](#) is founded.
- **1683:** [Brill](#) is founded.
- **1665:** *Journal des Sçavans* and [Philosophical Transactions of the Royal Society of London](#) are first published. Each journal used some form of **peer review**, although not exactly like today's version. *Philosophical Transactions* published famous scientists such as Newton, Hooke, van Leeuwenhoek, Faraday, and Darwin.
- **1731:** *Medical Essays and Observations*, the first **fully peer-reviewed journal**, is launched by the Royal Society of Edinburgh.
- **1743:** The [American Philosophical Society](#), the **first scholarly society** in what is now the US, is created.
- **1848:** The [American Association for the Advancement of Science](#) is founded. AAAS publishes the journal [Science](#) and is the largest general scientific society in the world.
- **1869:** [Nature](#) publishes its first issue.
- **1880:** [Science](#) publishes its first issue.
- **1947:** [Elsevier](#) launches its first international journal, [Biochimica et Biophysica Acta](#).
- **1991:** [arXiv](#), the science **pre-print server**, is launched.
- **2003:** The [Public Library of Science](#) (PLOS) is founded.
- **2006:** [PLOS ONE](#), the open access megajournal, begins publishing. In 2013, it published 31,500 articles.
- **2010:** The [altmetrics manifesto](#), describing potential **new ways** to gauge the impact of research beyond citations and impact factors, is written.
- **2012:** Several innovative and relatively new journals, including [F1000 Research](#), [PeerJ](#), and [eLife](#), are launched. These journals are experimenting with new forms of peer review, **new business models**, and new funding sources.

The research cycle (Tenopir et al. 2011b)





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The Process – An Overview



The publishing process

(similar for journal article, book, etc.)

- Proposal
- Initial response
- Review
- Revision
- Rejection or acceptance (20%)
- Polishing
- Editing

Type of Publication

- Journal article
- Magazine article
- Literature review
- Book review
- Research note (work in progress)
- Working paper
- Book

Book or article?

- Depends on the type of research
- Your own preferences (think tenure or REF requirements)
- Time/workload constraints?
- But: keep in mind publisher requirements!



Publishing timeline

Submission to publication, 3–12 months

Book should take longer than article



Manuscript submitted

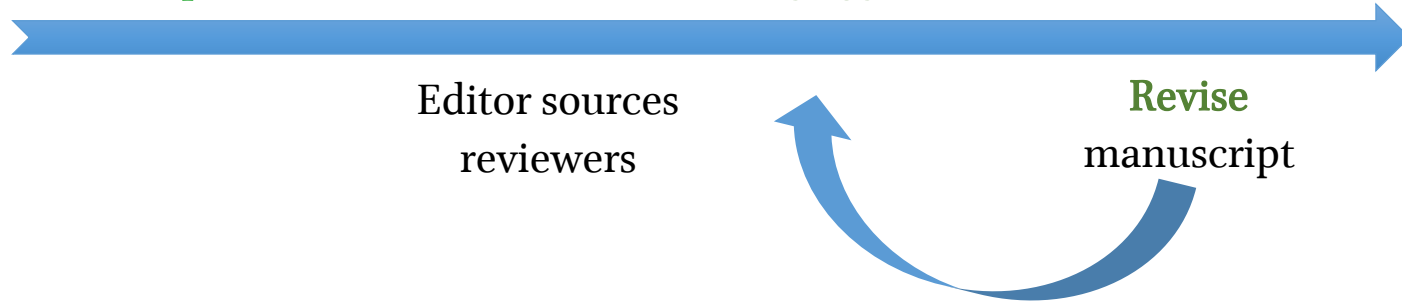
Editor assigned
rapid rejection
OR **peer review**

Reviewers evaluate
accept, reject OR
revise

Editor sources reviewers

Revise
manuscript

Publication!



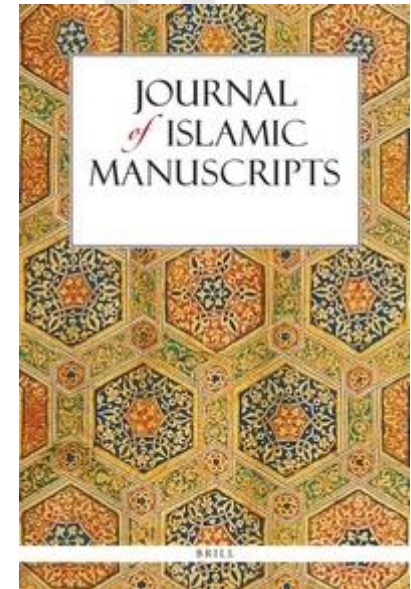
How to publish a journal article



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Choosing the Correct Journal

- Research the journals in your field
 - Library
 - Websites
 - Talk to peers
- Familiarise yourself with aims and scope of journals
- Choose the most suitable journal for your article
- Type of journal
 - Multidisciplinary
 - Niche
- Do you
 - Write an article for a specific journal?
 - Find a journal for your article?

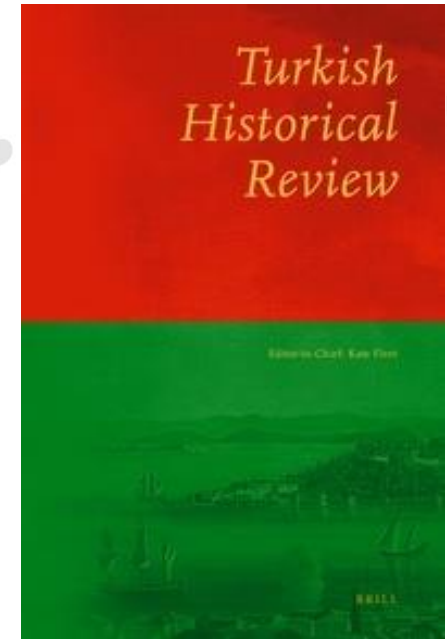


Assessing the Best Journal for Your Article

- What is the readership and usage?
- Prestige in your field
 - Who is the editor?
 - Who is on the editorial board?
 - Who publishes in the journal?
 - Is it published by a major publisher or association?
- Local/national/international?
- Is it peer reviewed
 - How long will this take?
- Is it on the Institute of Scientific Information (ISI) Citation Database?
 - How often is it cited?
- Is it available online and in print?

What do journal editors want?

- Will stand up to peer review
- Original research that advances the field in some way
- Interesting to the journal's readership
- Active research areas
- Clear and concise English



Writing for Your Chosen Journal

- Look at previous papers to get a feel for what is accepted
- Check the aims and scope
- Contact the editor
- What does my research contribute to the field?
 - Make your research relevant to the wider world
- Ask a colleague to read paper prior to submission

Preparing the Manuscript

- Read the guidelines
- Comply with maximum extent
- Expand any acronyms
 - Especially if the audience is international or interdisciplinary
- Write an abstract
- Check spelling and grammar
- Double spaced and single sided

Preparing the Manuscript (continued)

- Ensure references cited in text appear in bibliography – and vice versa
 - Not too many self-references
- Figures, tables and photographs
 - Check they are ALL present
 - Place in a separate file
 - Make sure they are all numbered and referred to
 - Consider how they will appear in the journal
 - Ensure you have the correct copyright clearance
 - Some journals now accept audio and video clips

What NOT to do

- Don't try to boil down your whole thesis into one article
- Don't put the article on your website first
- Don't send your article to more than one journal at once
- Don't plagiarise
- Don't repeat the same article with just small changes

Why articles are rejected

Professor David Phillips (University of Oxford), Editor of *Oxford Review of Education*, offered the following ten reasons:

- Article not ready, only a draft
- Article is too narrow
- Poor English
- Manuscript is poorly prepared
- Too short or too long
- Article is submitted to the wrong journal
- Nothing new is stated or found
- Under theorised
- Under contextualised
- Not a proper journal article

Overcoming rejection

- Prestigious journals only accept 20% of submissions
- Very few papers are accepted without revision
- Mentoring function of editorial boards
 - feedback from best in field
 - Act on comments
- Try again

Making your name known

- Collaborate with your supervisor (or a colleague)
- Present at conferences
 - Journal editors actively look out for good papers
- Prepare effective posters
- Network: talk to journal editors
- Write for working papers
 - Practice in writing academic papers
 - Useful feedback
 - Does not count as prior publication if revised
- Create your own website

From dissertation to book



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Differences between....

Article submission and Book proposal



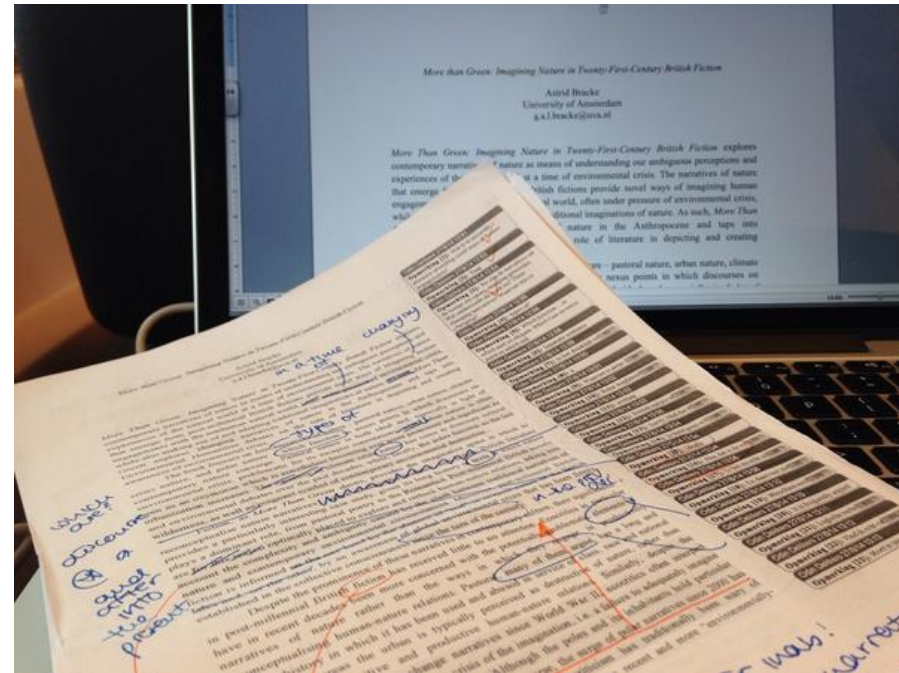
- Evaluated by Editor in Chief or Managing Editor or Editorial Board
- If deemed interesting and original and fitting within scope → forwarded for peer review



- Evaluated by Acquisitions Editor
- If deemed interesting and original → forwarded to Series Editor or Editorial Board for evaluation
- Proposal accepted by board: full manuscript requested and sent out for peer review

PhD Thesis --> Book

- Remove all references to thesis/dissertation
- Is that introductory theoretical chapter really necessary?
- Update your bibliography
- Copyright permissions
- Ask for help!



Preparing a book proposal

A proposal should contain:

- A 1-2 page overview of the work and a description of its contribution to existing scholarship.
- If the book is based on your doctoral thesis, please state how it will be amended to turn it into a book. *Unrevised theses will not be considered as manuscript submissions.*
- A description of the prospective readership of your work.
- A table of contents, summary of each chapter, and an indication of the length of the project.

As a general rule, Brill books should be at least 80,000 words long (including footnotes, bibliography etc.)

A good book proposal includes:

- A general rationale for the book
 - Explain *why* your publication is needed, its Unique Selling Points
- A concise problem statement and its treatment
- A clear outline of the Table of Contents and the book's chapter structure, length and images
- Highlight your book's relation to existing research literature/competition
- A statement on the expected readership
- A brief CV
- A sample chapter



Writing the first draft

- The draft manuscript should include: the TOC, all chapters including introduction and conclusion; front matter; a bibliography; and figures and tables if applicable. *The draft manuscript should not include an index.*
- The manuscript should have been **spell-checked and copy-edited**. Please note that these tasks will fall to you, as the person responsible for the content of the manuscript. It is therefore a good idea to start copy-editing and spell-checking early on.

Publishing books with Brill

<http://www.brill.com/resources/authors/publishing-books-brill>



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Over three centuries of scholarly publishing

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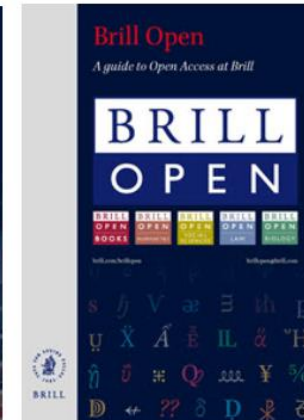
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Publishing Books with Brill



This section provides information on how to publish your manuscript with Brill. You will find all the relevant documents, tips and hints you need. Use the menu items to guide you through the publishing process. [Download as a PDF >>](#)

Please take a moment to identify the [Acquisitions Editor](#) whose publishing remit most closely matches your manuscript's subject.

Production

- When the manuscript has been accepted definitively, we will prepare it for production administratively. Your manuscript is then ready to be handed over to our Editorial/Production department.
- Please note that Brill does not offer copy-editing or language-editing on a standard basis. We ask you to submit a manuscript that is as clean as possible, written in good English.
- Brill has a team of experienced in-house production editors, one of whom will be assigned to your manuscript to coordinate the proof process and assist you with any questions and concerns you may have.

Marketing your book

The marketing for your book begins before publication with a dedicated web page on brill.com, an announcement to trade partners and libraries in our quarterly forthcoming publications brochure, and inclusion in our subject-specific email newsletters and print catalogs. We also promote new books and journal issues via social media.

Once your book has been published, we make sure it is visible at relevant scholarly conferences.

We also facilitate reviews of your book in relevant publications shortly after it becomes available.

Brill exhibits in more than 150 conferences worldwide

Promote your own book

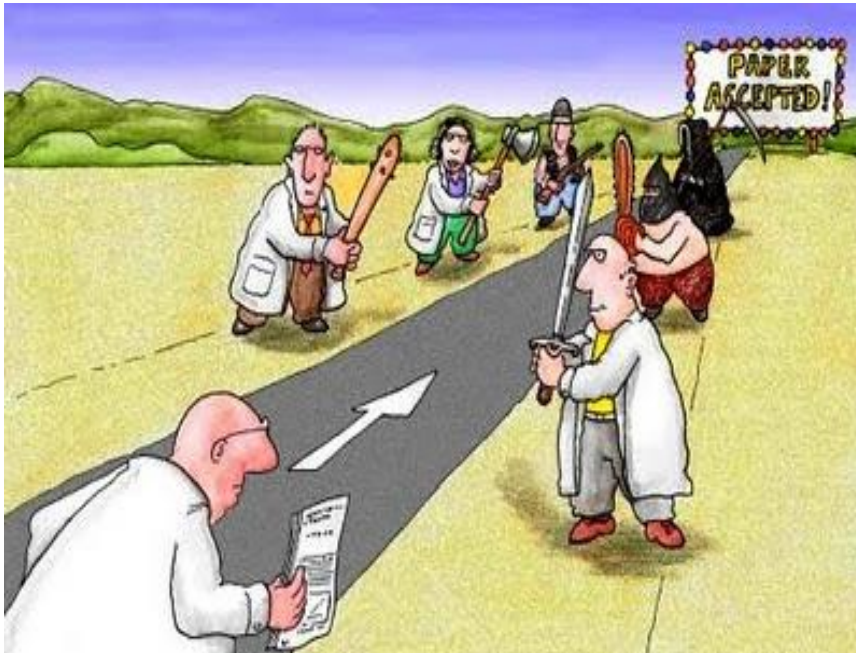
- Download a PDF flyer from brill.com and share with colleagues and friends.
- Link your book's webpage to your department website.
- Mention your new book in relevant talks. Add a PPT slide at the end of talks to let the audience know about your new book.
- Share a link to your book via social media -Facebook, Twitter, LinkedIn etc. Create a Facebook page for your book.
- Add a link to your new book in your email signature.
- Try to get your book reviewed.
- Create a personal website. Promote your research and publications with a simple personal website.
- Write a Wikipedia article about your scholarship or your subject specialization. Include all relevant published work with links. Many scholars already have a Wikipedia entry, so why not you!

Peer review



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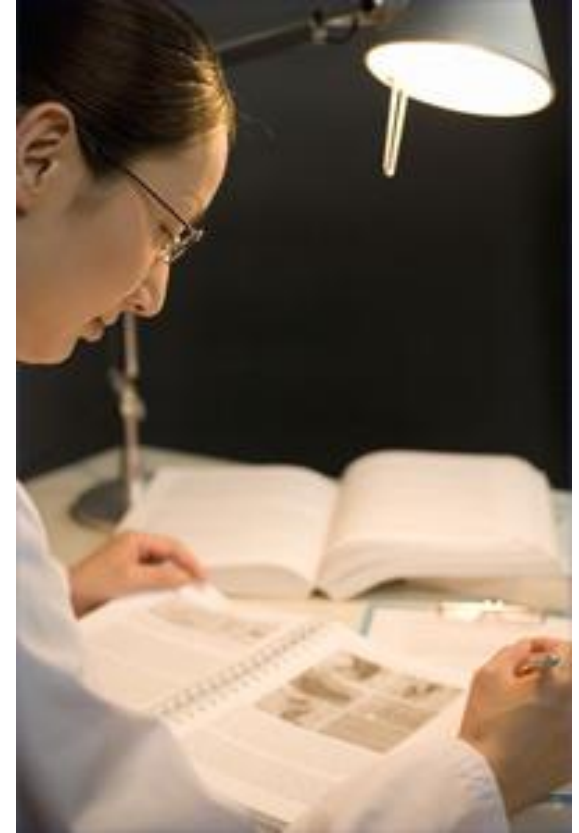
What is Peer Review?



- Academic system for ‘vetting’ quality and relevance of academic publications
- Excellent review network in place
- Usually c. 2-3 months for books, 4-6 weeks for journal articles
- Peer review is usually conducted on a double blind basis, meaning that neither you nor the reviewer know the other’s identity. These reviews may be conducted either by a member of the editorial board of a series or by an external reviewer.

Why peer review?

- So that announcement of your findings comply with standards in quality and validity
- So that your manuscript reflects research standards and is judged suitable
- So that the research community can examine your work
- So discoveries get correct accrediting

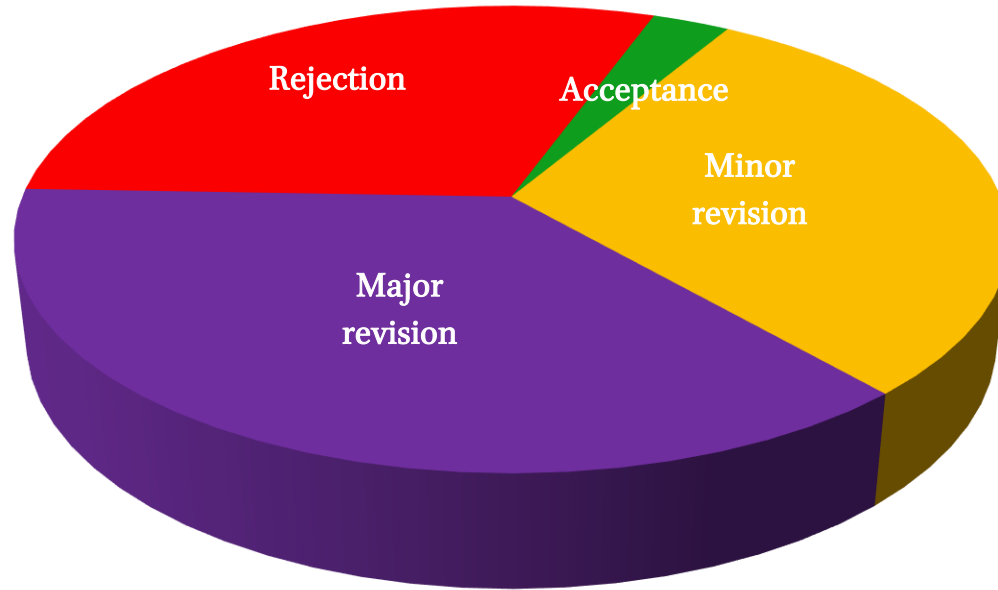


Peer Review



- Reviewed by (two) external experts
- Reviewer reports evaluated by publisher and external editorial board/series editor
- Result after 6 – 8 weeks:
 - Declined
 - Request to submit a revised manuscript
 - Immediate publication
- Reviewer reports + result → you, for revisions

Peer review improves your manuscript



Few papers are accepted without revision
Rejection and revision are integral to the peer review process

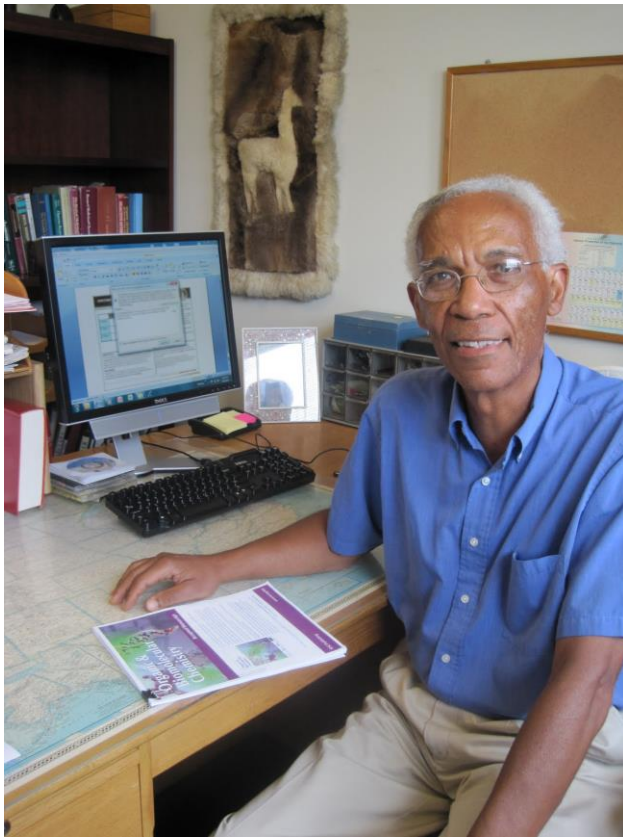
Reasons for rejection

- Failure to state a hypothesis
- Not answering the hypothesis
- Contradictions within the manuscript
- Superficial or rambling discussion
- Inconsistent use of terms
- Conclusion that is not supported by the data

Revision – How to respond....

- Politely respond to ALL the reviewers' comments in a response letter
- Make it easy to see the changes
- Refer to line and page numbers
- Different color font
- Highlight the text
- You can disagree with reviewers.....
.....BUT provide evidence in your rebuttal (cite references)
- Comply with deadlines

Manuscript Acceptance



- After peer review by editor
- Commercial and strategic publishing decision > Acquisitions Editor
- Formalization of publication

Contract and Consent to Publish



Publishing Contract

publishers exclusive world-wide electronic and print pu
for all renewals and extensions of copyright. This C
formats including all online formats carried
table for the Adobe eBook

- Contract for book manuscript
- Consent to Publish for journal articles and contributions in edited volumes
- Arrangements (delivery, date, copyright, licensing, rights & permissions, and royalties)

Marketing and Sales



- Promotion
- Targeted Marketing
- Social Media
- Conferences
- Trade and readers / users
- Sales overview
- Reviews and citation
- Usage

Publishing ethics



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Ethical issues in publishing

Scientific misconduct

- Falsification of results

Publication misconduct

- Plagiarism
 - Different forms / severities
 - The paper must be original to the authors
- Duplicate submission
- Duplicate publication
- Appropriate acknowledgement of prior research and researchers
- Appropriate identification of all co-authors
- Conflict of interest



Publish *AND* Perish! – if you break ethical rules

- International scientific ethics have evolved over centuries and are commonly held throughout the world.
- Scientific ethics are not considered to have national variants or characteristics – there is a *single ethical standard* for science.
- Ethics problems with scientific articles are on the rise *globally*.



Plagiarism

Tempting short-cut with long-term consequences

- Plagiarism is considered a *serious offence* by your institute, by journal editors and by the scientific community.
- Plagiarism may result in *academic charges*, but will certainly cause rejection of your paper.
- Plagiarism will *hurt your reputation* in the scientific community.

No Copying

One of the most common forms of plagiarism is inappropriate, or inadequate paraphrasing

- Paraphrasing is restating someone else's ideas while not copying verbatim
- Unacceptable paraphrasing includes any of the following:
 - using phrases from the original source without enclosing them in quotation marks
 - emulating sentence structure even when using different wording
 - emulating paragraph organization even when using different wording or sentence structure
- Unacceptable paraphrasing --even with correct citation-- is considered plagiarism.



– *Statement on Plagiarism*

Department of Biology, Davidson College.

<http://www.bio.davidson.edu/dept/plagiarism.html>

What is acceptable paraphrasing?

- Make sure that you really understand what the original author means. Never copy and paste any words that you do not fully understand.
- Think about how the essential ideas of the source relate to your own work, until you can deliver the information to others without referring to the source.
- Compare you paraphrasing with the source, to see
 - whether you change the wording and the structure sufficiently
 - whether the true meaning of the source is retained.



doi:10.1016/j.sigpro.2005.07.019  Cite or Link Using DOI

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RETRACTED: Matching pursuit-based approach for

N. Ruiz-Reyes^a, , , P. Vera-Candeas^a, , , J. Curpián-Alonso^a, , , J.C. Cuevas

Available online 24 August 2005.

This article has been retracted at the request of the Editor-in-Chief and Publisher. <http://www.elsevier.com/locate/withdrawalpolicy>.

Reason: This article is virtually identical to the previously published article “A new algorithm for SNR improvement in ultrasonic NDT”, *Independent Nondestructive International*, volume 38 (2005) 453 – 458 authored by N. Ruiz-Reyes, P. Vera-Candeas, J. Curpián-Alonso, J.C. Cuevas-Martínez and J.C. Cuevas-Martínez.

The article of which the authors committed plagiarism: it won't be removed from the platform. Everybody who downloads it will see the reason of retraction...

the echoes issuing from the flaws to be detected. Therefore, it cannot be cancelled by classical time averaging or matched band-pass filtering techniques.

Many signal processing techniques have been utilized for signal-to-noise ratio (SNR) improvement in ultrasonic NDT of highly scattering materials. The most popular one is the split spectrum processing (SSP) [1–3], because it makes possible real-time ultrasonic test for industrial applications, providing quite good results. Alternatively to SSP, wavelet transform (WT) based denoising/detection methods have been proposed during recent years [4–8], yielding usually to higher improvements of SNR at the expense of an increase in complexity. Adaptive time-frequency analysis by basis pursuit (BP) [9,10] is a recent technique for decomposing a signal into an optimal superposition of elements in an over-complete waveform dictionary. This technique and some other related techniques have been successfully applied to denoising ultrasonic signals contaminated with grain noise in highly scattering materials [11,12], as an alternative to the WT technique, the computational cost of the BP algorithm being the main drawback.

In this paper, we propose a novel matching pursuit-based signal processing method for improving SNR in ultrasonic NDT of highly scattering materials, such as steel and composites. Matching pursuit is used instead of BP to reduce the complexity. Despite its iterative nature, the method is fast enough to be real-time implemented. The performance of the proposed method has been evaluated using both computer simulation and experimental results, even when the input SNR (SNR_{in}) is lower than 0dB (the level of echoes from the structures is above the level of the echoes).

2. Matching pursuit

Matching pursuit was introduced by Mallat and Zhang [13]. Let us suppose an approximation of the ultrasonic backscattered signals $s[n]$ as a linear expansion in terms of functions $g_i[n]$ chosen from an over-complete dictionary. Let H be a Hilbert

space. We define the over-complete dictionary as a family $D = \{g_i; i = 0, 1, \dots, L\}$ of vectors in H , such as $\|g_i\| = 1$.

The problem of choosing functions $g_i[n]$ that best approximate the analysed signal $s[n]$ is computationally very complex. Matching pursuit is an iterative algorithm that offers sub-optimal solutions for decomposing signals in terms of expansion functions chosen from a dictionary, where l^1 norm is used as the approximation metric because of its mathematical convenience. When a well-designed dictionary is used in matching pursuit, the non-linear nature of the algorithm leads to compact adaptive signal models.

In each step of the iterative procedure, vector $g_i[n]$ which gives the largest inner product with the analysed signal is chosen. The contribution of this vector is then subtracted from the signal and the process is repeated on the residual. At the m th iteration the residue is

$$r^m[n] = \begin{cases} s[n] & m = 0, \\ s^m[n] + \alpha_{k(m)} g_{k(m)}[n], & m \neq 0, \end{cases} \quad (1)$$

where $\alpha_{k(m)}$ is the weight associated to optimum atom $g_{k(m)}[n]$ at the m th iteration.

The weight α_i^m associated to each atom $g_i[n] \in D$ at the m th iteration is introduced to compute all the inner products with the residual $r^m[n]$:

$$\alpha_i^m = \frac{\langle r^m[n], g_i[n] \rangle}{\langle g_i[n], g_i[n] \rangle} = \frac{\langle r^m[n], g_i[n] \rangle}{\|g_i[n]\|^2} = \langle r^m[n], g_i[n] \rangle. \quad (2)$$

The optimum atom $g_{k(m)}[n]$ (and its weight $\alpha_{k(m)}$) at the m th iteration are obtained as follows:

$$g_{k(m)}[n] = \underset{g_i[n] \in D}{\operatorname{argmin}} \|\langle r^m[n], g_i[n] \rangle\|^2 = \underset{g_i[n] \in D}{\operatorname{argmax}} |\alpha_i^m|. \quad (3)$$

The computation of correlations $\langle r^m[n], g_i[n] \rangle$ for all vectors $g_i[n]$ at each iteration implies a high computational effort, which can be substantially reduced using an updating procedure derived from Eq. (1). The correlation updating procedure [13] is performed as follows:

$$\langle r^{m+1}[n], g_i[n] \rangle = \langle r^m[n], g_i[n] \rangle - \alpha_{k(m)} \langle g_{k(m)}[n], g_i[n] \rangle. \quad (4)$$

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Boundary renormalisation group flows of unitary superconformal minimal models

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Abstract

In this paper we investigate renormalisation group flows of superconformal minimal models generated by the boundary perturbation $\text{Field } G_{-1/2}(z)$. Informing the Truncated Conformal Space Approach analysis the emerging pattern of the flow structure, consistent with the theoretical expectations. According to the results, this pattern can be naturally explained in those cases for which the existing predictions are uncertain. © 2006 Elsevier B.V. All rights reserved.

1. Introduction

Conformal field theories with boundary attracted much interest recently, due to their relevance in condensed matter physics, e.g., in the Kosterlitz-Thouless problem [1] and their applications in describing D-branes in string theory [2,3]. In terms of gauge theory the renormalisation group flow generated by a boundary perturbing field corresponds to tachyon condensation and exploring these flows can help in understanding the decay of D-branes.

Many papers appeared in the literature about the boundary perturbations and the corresponding renormalisation group flows of unitary minimal models [4–8]. Up to now, a systematic charting of the boundary flows of the unitary superconformal minimal models has been missing. Although there may be lots of unitary perturbative domains, for a general study a nonperturbative tool is necessary. We choose the Truncated Conformal Space Approach (TCSA), originally proposed in the paper [9] and applied to boundary problems in [10] and [7]. The essence of the TCSA is to diagonalise the Hamiltonian of the system on a subspace of the infinite-dimensional Hilbert space.

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The kidney is the organ with the second highest apoM mRNA level, suggesting an important function for apoM in this tissue

1

[3]. Kidney-derived apoM is probably metabolized in the kidney proximal tubule epithelial cells [12]. Thus, kidney-derived apoM binds the multi-ligand receptor megalin in the

proximal tubular epithelium in the kidney. Mice lacking expression of megalin in the

2

proximal tubule secrete apoM in the urine, whereas apoM is normally undetectable

in the urine [14]. This suggests the possibility that kidney-derived apoM is secreted into the preurine in the proximal tubules and, under normal conditions, subsequently taken up in a megalin dependent fashion. It is tempting to speculate that the lipocalin structure of apoM enables it to bind a small lipophilic ligand in the preurine, thus preventing loss of the ligand in the urine.

2



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