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### Welcome from the Managing Director

#### Dear Reader,

It is with great pleasure that I welcome you to the summer edition of the *Science of Synthesis* News.

In the last few weeks the final volume of the Houben–Weyl series was published. Dr. Fiona Shortt de Hernandez provides you with further details about the recently published Houben–Weyl volumes in this issue.

Since the foundation of the series, in 1909, contributions from about 1300 authors have been published. They have provided the scientific community with a leading reference work in organic chemistry. About 160 000 pages contain around 145 000 experimental procedures, over 600 000 compounds, and about 700 000 references.

The electronic version of *Science of Synthesis* and the digital archive of Houben–Weyl are now available, with many scientists already having access to the online product. They use *Science of Synthesis* for their daily research and benefit from the knowledge of hundreds authors. A major US Consortium has now acquired online access to *Science of Synthesis* and the Houben–Weyl archive. The North East Research Libraries Consortium (NERL) has signed a license agreement to enable nine participating institutions to gain access to the electronic version of *Science of Synthesis* and Houben–Weyl. This issue of the *Science of Synthesis* News gives you some of the details.

The authors of *Science of Synthesis* are among the leading experts in their fields and we take pride in publishing their scientific contributions. We value the personal contacts and relationships with our authors and the members of our editorial boards. Members of the *Science of Synthesis* team will attend several important conferences for both organic and inorganic chemists in the upcoming months. We hope to meet you at some of them.

The Editorial Office has received positive feedback and lots of encouragement for the *Science of Synthesis* News. It is perceived to be an important communication forum for the hundreds of scientists involved in *Science of Synthesis*. Please do not hesitate to contact us if you have suggestions or if you would like to contribute an article to the *Science of Synthesis* News (Dr. Christabel Carter, christabel.carter@thieme.de).

If your institution would like to have access to the electronic version of *Science of Synthesis* and to the electronic archive of Houben–Weyl please contact Dr. Norbert Kummer (norbert.kummer@thieme.de).

Guido F. Herrmann  
Managing Director  
Thieme Chemistry



### Editorial Update

M. Fiona Shortt de Hernandez, Managing Editor

fiona.shortt@thieme.de

#### Houben–Weyl Series Complete!

The editorial team is happy to announce the completion of the Houben–Weyl series, which began in 1909. Houben–Weyl E 22 (Synthesis of Peptides and Peptidomimetics) was completed this May comprising five

volumes containing a critical selection of synthetic methods. The series was edited by four internationally renowned peptide chemists Murray Goodman, Editor-in-Chief; Arthur Felix, Luis Moroder, and Claudio Toniolo, Volume Editors. We will be presenting the entire series at the 18th Ameri-

Visit us on the Internet: [www.science-of-synthesis.com](http://www.science-of-synthesis.com)

Do you have information about yourself or a *Science of Synthesis* colleague for the next newsletter? Write to us at [science-of-synthesis@thieme.de](mailto:science-of-synthesis@thieme.de) or [christabel.carter@thieme.de](mailto:christabel.carter@thieme.de)

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## Editorial Office

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### Production Coordinator

Leigh Murray

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### Drawers

Hanne Haeusler  
Ruth Hammelehle  
Hilpi Segnitz  
Lisa Ulbrich  
Kornelia Wagenblast

Georg Thieme Verlag  
Rüdigerstraße 14  
70469 Stuttgart  
Germany

Phone +49 (711) 8931-774  
Fax +49 (711) 8931-777  
E-mail science-of-synthesis@thieme.de  
WWW www.science-of-synthesis.com

can Peptide Society meeting in Boston this July. For further information about these peptide volumes and to read the book reviews that have been published so far, please see: [www.houben-weyl.com](http://www.houben-weyl.com).

### Publication Schedule *Science of Synthesis*

The next volume to be published in the *Science of Synthesis* series will be Volume 14: Six-Membered Heterocycles with One Chalcogen (Thomas), which is scheduled for publication at the beginning of August.

### Two New Cooperation Partners

I am pleased to announce that both CambridgeSoft and EndNote have introduced the *Science of Synthesis* style templates to their latest versions.

### Visits to the Editorial Office

Professor Axel Griesbeck (volume editor: Volume 28) paid a visit to the editorial office in March. The result of this visit was a detailed discussion of the volume and a plan for the timely submission of tables of contents, sample pages, and draft manuscripts from the authors. We are looking forward to our future collaboration with Axel Griesbeck.



Volume 28 Editor, Axel Griesbeck, Visits the Editorial Office

### New Assistant Scientific Editors

We are pleased to announce that Dr. Daniel Merckel and Dr. Mark Smith have joined the editorial team as assistant scientific editors. Daniel, who joined the team in May, has a BSc (Hons) and PhD in Organic Chemistry from the University of Southampton. Mark, who joined the team in July, has a BSc and PhD in Organic Chemistry from Imperial College, London. For the past seven years, Mark has been the head of Chemistry at a London tutorial college. Both Daniel and Mark will be working on authors' contributions at all stages of the editorial process as well as attending international conferences and helping promote Thieme Chemistry products.



Daniel Merckel –  
New Assistant  
Scientific Editor



Mark Smith –  
New Assistant  
Scientific Editor

### Spotlight

I am very pleased to introduce Professor Tarun Sakar who will give us an insight into the current status of chemistry in India.



M. Fiona Shortt  
de Hernandez  
Managing Editor

## Thieme Chemistry and CambridgeSoft Announce Support for *Science of Synthesis* Drawing Style in ChemDraw 8.0

**CambridgeSoft**  
Life Science Enterprise Solutions

Authors can now prepare their drawings instantly in the *Science of Synthesis* style!

On May 20th 2003, Thieme Chemistry and CambridgeSoft announced support for the *Science of Synthesis* drawing style requirements in ChemDraw 8.0. Authors are now able to use the predefined settings (style sheet) for *Science of Synthesis* when preparing new documents. This will save authors time and help in the consistent and

accurate presentation of schemes throughout their contributions. ChemDraw is the industry leader of chemical drawing programs. ChemDraw includes stereochemistry recognition and display, multi-page documents, ChemNMR with spectral display, and Name=Struct for instant structure generation. "CambridgeSoft is pleased to partner with Thieme Chemistry to extend ChemDraw's support for use in publishing scientific information", said Michael G. Tomasic, Chairman & CEO of CambridgeSoft.



## Chemistry in Ancient India

Although to the outside world India has remained a land of mysteries, rich in her cultural heritage, few are aware that science and technology have played an integral part in our civilization over the past several millennia. Indeed India was the fountainhead of important scientific breakthroughs in many areas, such as mathematics, chemistry, metallurgy, and medicine (Ayurveda). The principle of chemistry found applications in the distillation of perfumes and fragrant ointments, the making of dyes and pigments, the extraction of sugars, and the smelting of metals, a living example of the latter being the 1500 year old, yet rust-free, Iron Pillar in Delhi.

## Universities: IITs and IISc

India has the world's third largest scientific and technical manpower, which primarily originates from 162 universities awarding 4000 doctorate and 35 000 postgraduate degrees annually. The Universities of Calcutta, Bombay, and Madras are among the oldest and were established as early as 1857. Calcutta was the hub of scientific research up to the earlier part of the 20th century and produced such luminaries as S. N. Bose, M. N. Saha, and C. V. Raman in the world of physics. In the field of chemistry, significant contributions were made at Calcutta University by P. C. Roy, J. C. Bardhan, and S. C. Sengupta (Bardhan–Sengupta synthesis). Likewise the University

of Madras boasts G. N. Ramachandran as their most significant luminary, for his work in the early 1960s on the conformation of polypeptides and proteins (Ramachandran Plot). Bombay University's Department of Chemical Technology (UDCT) is a globally recognized center that caters for the needs of the chemical and pharmaceutical industries in the country. Unfortunately, university research has in general declined over the last three decades and with it the number of bright students pursuing science. Given this scenario, efforts of those faculties maintaining research programmes with limited or no access to state-of-the-art instruments and infrastructure are laudable indeed. In a few relatively new universities, like University of Hyderabad, chemical research is nevertheless strong. Indian Institutes of Technology (IITs) have been at the cutting-edge of technological education and research for several decades. IIT Kharagpur is the oldest among the seven IITs and was founded in 1951. In 2002–2003 the central government's budgetary allocation to the IITs was a huge Rs. 56.4 billion, compared with a total elementary education outlay of Rs. 357.7 billion. Among the IITs the well-established schools of organic chemical research are those in IIT Bombay, IIT Kanpur, IIT Kharagpur, and IIT Madras. Undoubtedly, the Indian Institute of Science (IISc), Bangalore is at the forefront of organic and bioorganic research in the country.

The major government agencies that provide support for chemical re-

search at universities include the Department of Science and Technology, the Council of Scientific and Industrial Research (CSIR), the Department of Biotechnology, the Defence Research and Development Organization, and the University Grants Commission. A recent survey showed that chemical sciences account for about 11% of the total governmental research and development support. At present the country spends about 1% of its gross national product on scientific and technical development.

Some of the active areas of research include natural product chemistry, organic synthesis, organometallic chemistry, supramolecular chemistry and crystal engineering, nanomaterials and carbon chemistry, bioorganic chemistry, polymer chemistry, and theoretical chemistry.

## National Laboratories

Since university is in general the sanctuary for basic research, a country needs to have laboratories dedicated to applied work in order to maximize its economic development, although they are not precluded from taking up investigations of a fundamental nature. Thus the National Chemical Laboratory (NCL) at Pune and five other laboratories were established by the Council of Scientific and Industrial Research (CSIR) in 1950. The CSIR has now grown into a string of forty laboratories with a total scientific and technical staff of 10 000. The laboratories are grouped under five disciplines of which chemistry and chemical technology are pursued in ten of these facilities. The major areas of research include organic synthesis, polymer chemistry, heterogeneous catalysis (zeolites), drug development, photochemistry, dyestuff chemistry, and electrochemistry. Research in organic chemistry is, however, strong in a few laboratories such as the Indian Institute of Chemical Technology (Hyderabad), NCL (Pune), and Regional Research Laboratory (Thiruvananthapuram). In the related areas of medicinal chemistry mention should be made to Centchroman, the first nonsteroidal oral contraceptive, which was developed at the Central Drug Research Institute (Lucknow).

In addition to the national laboratories there are some autonomous institutes dedicated to basic research in



The Indian Institute of Technology, Kharagpur

chemistry. The oldest and most celebrated among them is the Indian Association for the Cultivation of Science (IACS), Calcutta where the Raman effect was discovered in 1928. IACS is also a well-known center for organic synthesis in India.

### Chemical Societies

The professional body of chemists includes the Indian Chemical Society, founded in 1924 and the recently established (1999), but visibly more dynamic, Chemical Research Society of India (CRSI). The annual national symposia of CRSI are great events and are attended by a large number of chemists from all over the country (<http://crsi.org.in>).

The National Organic Symposium Trust (NOST) is another organization that fosters organic chemistry by organizing symposia once every two years in fundamental organic chemistry and related interdisciplinary areas likely to influence chemical technology. The NOST symposium, patterned after the Gordon conference in the USA, usually involves about 60 participants, which includes active researchers in organic chemistry from India and abroad. The 10th NOST symposium will be held in October this year in Goa.

### Chemical Industry: Pharmaceutical R&D on the Rise

The chemical industry in India is one of the forerunners in the industrial sectors of Indian economy and has made significant progress over the years. The export of chemicals and chemical products from India during 1999–2000 stood at Rs. 9000 billion of which roughly one-third was contributed to by the three main subsectors, namely chemicals, petrochemicals, and pharmaceuticals.

From being an import dependent industry in the 1950s, the pharmaceutical industry has achieved self-sufficiency and gained global recognition as a producer of low cost, high quality, bulk drugs and formulations. Not surprisingly, India is among the top 20 pharmaceutical exporters in the world. The 250 plus pharmaceutical companies in India having 20 053 manufacturing units, provide direct employment to 3.3 million people. The total production in the country in 1999–2000 was Rs. 1974 billion with bulk drugs accounting for Rs. 378 billion, the rest being contributions from formulations.

From January 1, 2005, India is expected to adopt a “product” patent law instead of the present “process” patent regime. This forthcoming change in the patent law has altered the mindset of Indian companies who have traditionally neglected research and innovation activities. The key to survival, which is

now dawning on them, is to invest more in research and development (innovation, not merely reengineering) and become global players. The research and development activities of some of the major Indian companies, such as Ranbaxy and Dr. Reddy’s laboratories are targeted at new drug discovery research as well as new drug delivery systems. Investment in pharmaceutical research and development has thus been rising steadily. From 1997–1998, research and development expenditure rose from Rs. 22 billion to Rs. 26 billion in 1998–1999 and to Rs. 32 billion in 1999–2000: This figure is projected to jump Rs. 150 billion by 2005 (<http://www.ciionline.org>).

The field of biopharmaceuticals now offers twice the opportunities for Indian pharmaceutical companies, as there is a great demand for these products. The government of India offers various concessions to encourage investment in the biopharmaceutical sector.

### Conclusion

Considering our glorious past, it may be said that our achievements have thus far been reasonable. Organic chemistry is an area in which we in India have the potential to make rapid advances and significant contributions in both university and pharmaceutical research in the coming years.

## Our Cooperation Partner – EndNote

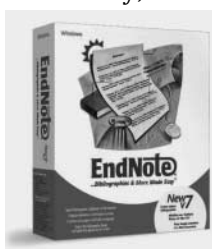
Nancy Matus, Thomson ISI ResearchSoft

[Nancy.Matus@isiresearchsoft.com](mailto:Nancy.Matus@isiresearchsoft.com)

### EndNote 7 Incorporates the Science of Synthesis Bibliographic Style

*Bibliographic software streamlines the research process and simplifies manuscript writing. Users of such software save valuable time that results in greater focus on productivity, research, and scholarly activities.*

Every research project includes a review of the published literature. Today, references are readily available and easy to locate using online resources. Once you start gathering references, the process can turn quickly into information

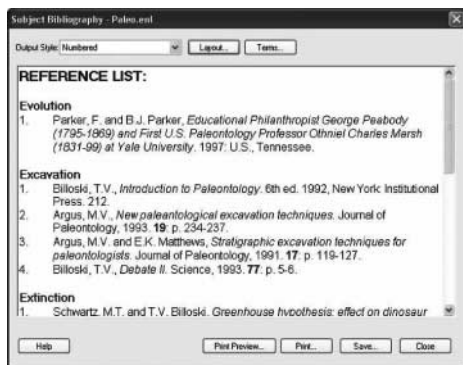


overload. Files of references stored in various places on your local or network drive require a human memory for retrieval and numerous copy/paste steps to reformat for use. This is where bibliographic software tools come to the rescue, they collect references in a specialized database designed to support the publishing scientist. Whether your project is an internal report or a commercially published journal article, personal bibliographic libraries can ease the task of presenting references.

EndNote is a bibliographic tool used by publishing scientists worldwide to organize references and to create instant bibliographies. It provides easy-to-use tools to search online resources directly and allows you to import files downloaded from a variety of online

sources. Whether the information is in print, a PDF file, or as an electronic citation, EndNote can simplify the organization of reference material. As a result, you will spend less time finding and organizing references and more time crafting your thoughts for the manuscript.

A bibliographic product such as EndNote enables you to locate references in your personal library within seconds. Imagine thinking about a reference you have seen previously, creating a simple search query using an author’s name or a keyword to run across your EndNote library. In an instant you can have access to everything about that reference including links to a full-text PDF file as well as your personal annotations and all the bibliographic details.



An EndNote Reference Library

One of the most attractive features of bibliographic software is its ability to format a manuscript's in-text citations and the bibliography following a journal or publisher's specific style. EndNote comes prepackaged with all the major manuals of style as well as over 1000 of the leading scientific journals (e.g., Chicago, Vancouver, Nature, J. Am. Chem. Soc.), and now including the *Science of Synthesis* bibliographic style. Whenever you need to make a change to the style

or citations, the manuscript is reformatted and ready in seconds, you will never have to type a reference again.

Any software program's strength stems from its versatility and ease of use. The competitive market for bibliographic software has encouraged makers to pack their programs with many helpful tools. At the same time, makers have updated their products to reduce wasteful steps and improve the users' experience. The strongest programs balance strength with intuitive functionality, making the product user-friendly without sacrificing power.

EndNote 7 includes new features that simplify the research and writing process even further by allowing the organization of images to build figure and table lists in Microsoft Word, the ability to create a bibliography with topic headings and also the opportunity to mobilize an EndNote library on to a Palm® OS. With each new version, EndNote continues to offer new functions in a convenient, easy-to-use package.



An EndNote Reference with an Inserted Image

## Volume 4 Review

Volume 4, Compounds of Groups 15 (As, Sb, Bi) and Silicon Compounds was reviewed by Professor Mark Lautens (University of Toronto) in 2003.

"One of the most important features of the volumes on Organometallics is the 'Applications of the Product Subclass in Organic Synthesis'. Chemists interested in synthesis need to know how to make specific reagents and also how they are used to prepare more complex organic molecules. The Application section follows each Product Subclass and

gives the reader an overview of how these compounds react and what can be made."

"In each of the sections I examined where I have first-hand knowledge, I found specific and detailed information that would be useful to a practicing synthetic organic chemist, be they a graduate student, a researcher in the pharmaceutical, agrochemical, or materials chemistry industry, or a faculty member at a university."

"The cost of individual volumes makes it unlikely that many people will purchase this series for their personal use but I cannot imagine any academic or industrial library being without a hard copy and/or on-line version. Fleming's volume is a beautiful example of what the *Science of Synthesis* series seeks to accomplish."

For the full review see *Synthesis* (2003), 959.

## Personal News



Kudos goes to Professor Victor Snieckus (Queen's University, Canada), Editor of Volume 8, on receiving the 2003 Arfvedson-Schlenk Award from the German Chemical Society (GDCh). The award

recognizes scientists for outstanding scientific and technical achievements in the field of lithium chemistry. Victor Snieckus is cited as an exemplary repre-

sentative of the synthetic organic community who has made fundamental contributions to the field of organolithium chemistry.



Our congratulations go to Professor Yoshinori Yamamoto (Tohoku University), Editor of Volume 16, who receives the Humboldt Award from the Alexander von Humboldt Foundation. This award

honors the academic achievements of Yoshinori Yamamoto.

As part of the 125th Anniversary celebrations of the American Chemical Society, the top 125 most cited references from the Journal of the American Chemical Society are being made available online. Number five on the list, with 4450 citations, is Houben-Weyl author Professor R. B. Merrifield's paper "Solid Phase Peptide Synthesis. I. The Synthesis of a Tetrapeptide" *J. Am. Chem. Soc.* (1963) **85**, 2149.



**Volume 20, Three Carbon–Heteroatom Bonds: Acid Halides; Peroxy Acids and R(CO)OX Compounds; Carboxylic Acids and Acid Salts; Esters, Polyesters, and Lactones; R(CO)SX Compounds**

**James S. Panek** performed his PhD entitled “I. Investigation and Development of Inverse Electron Demand Diels–Alder Reactions of Azadienes. II. Formal Total Synthesis of *Streptonigrin*. III. Synthetic Studies on *Lavendamycin*.” under the guidance of Professor Dale L. Boger at Kansas University. He continued his research as a National Institute of Health (NIH) post-doctoral fellow at Yale University performing “Synthetic Studies on the Erythrina Alkaloids” with Professor Samuel J. Danishefsky.



In 1986 James S. Panek moved to Boston University to take up the position of assistant professor, before being promoted to associate and then on to full professor in 1995. His research is based around the development of new reaction methods, including acyclic stereocontrol. He is also working on several total syntheses of biologically active natural products including *Callystatin A* and *Apicularin A*, having already completed the total synthesis of nine biologically active natural products among them *Epothilone A* and *B*, *Oligomycin C*, and *Rutamycin B*.

James S. Panek, along with John A. Porco Jr., John K. Snyder, and Scott E. Schaus, is one of the principle investigators at the Center for Chemical Methodology and Library Development (CMLD), which was formed in September 2002. The aim of the CMLD, which is funded by the National Institute of Health (NIH), is to “discover new methodologies to produce novel chemical libraries of unprecedented complexity for biological screening”. It is hoped that by integrating Cheminformatics at multiple stages during library construction the process

of library development, planning, methodology, and validation will be streamlined.

James S. Panek likes to communicate his research to others both in the written media (he has over 100 published papers), and at invited lectures and symposia. He is also a consultant for several pharmaceutical companies. He is also a member of the advisory board of the *Journal of Organic Chemistry*.

James S. Panek’s commitment to research has led to him winning the Johnson and Johnson Pharmaceuticals Focused Giving Award from 2001–2003, and in 2002 he won the American Chemical Society’s Arthur C. Cope Scholar Award, awarded annually to those who “recognize and encourage excellence in organic chemistry”.

Eric N. Jacobsen is the responsible editorial board member for *Science of Synthesis* Volume 20.

**Volume 28, Quinones and Heteroatom Analogues**

**Axel Griesbeck** performed his undergraduate studies at the Ludwig–Maximilians University, Munich where he stayed on to study for his PhD under the supervision of Professor Klaus Gollnick. After his PhD he moved to Würzburg in 1994 to take up a postdoctoral position in the group of Professor Waldemar Adam and then on to ETH Zürich for a postdoctoral position with Professor Dieter Seebach. He completed a hatrick of postdoctoral fellowships at the Weizmann Institute of Science, Israel.



In 1988 he returned to Germany where he completed his habilitation at the University of Würzburg, before becoming privatdozent there in 1991. Since becoming a lecturer Axel Griesbeck has been a guest professor at the University of Wisconsin, USA, and twice at the National Institute of Materials and Chemical Research, Tsukuba, Japan.

Since 1994 he has been professor of organic chemistry at the University of Köln.

Axel Griesbeck’s research interests lie in the field of photochemistry. He has always been interested in the interface between chemistry and physics. Even though he was interested in the physical coherences he claims that he always felt queasy when it went into the details of the physical or the quantum chemical side of photochemistry (apparently this appears to be one reason why he married his wife, who is a physical chemist). He is interested in the applications of photochemistry not only with respect to pure organic synthesis, but also in the way that photochemistry can be used outside the laboratory. Axel Griesbeck has many links with Japan and the Far East where photochemistry has found its way into everyday life (for example self-cleaning windows that utilize sunlight to activate special semiconductors in the glass) and is a billion dollar industry.

The “green” aspect is one of the attractive features of photochemistry. Axel Griesbeck is currently working on reactions that are activated by light and use water as the reaction medium and renewable primary products as the starting materials. The ideal photochemical reaction would be a reaction that could be left in sunlight for a few hours under air and in aqueous solution and be finished. Axel Griesbeck is the author of more than 160 publications in the field of organic photochemistry, has written several reviews on the applications of photochemistry in organic synthesis, including two in *Synlett* (1999, p 1169 and 2003, p 451), he has also edited two books and a special issue of *Synthesis* (2001, Volume 8) on synthetic organic photochemistry.

In 1997 Axel Griesbeck was awarded the Grammaticakis–Neumann Prize from the Swiss Association for Photochemistry and Photophysics for his work in the field of photochemistry.

Daniel Bellus is the responsible editorial board member for *Science of Synthesis* Volume 28.

## The Sales Team

### Sales Director

Dr. Norbert Kummer  
(Stuttgart, Germany)

### Sales Manager

Alexandra L. Williams

### Sales Associate

Sarah Alonso  
Cynthia Cleto

### Sales Assistant

Yvonne Diebold  
(Stuttgart, Germany)

### New York

Thieme Publishers  
333 Seventh Avenue  
New York  
NY 10001  
Fax + 1(212)947-1112  
E-mail alexandra.williams@thieme.com

## The Marketing Team

### Marketing Manager

Dr. Thomas Krimmer

### Marketing Assistant

Matthew Hart

### Stuttgart

Georg Thieme Verlag Stuttgart  
Rüdigerstraße 14  
70469 Stuttgart  
Germany  
Fax +49(711)8931-777  
E-mail marketing@science-of-synthesis.com

## Sales News – New York

Alexandra L. Williams, Sales Manager, NY  
awilliams@thieme.com



### Major U.S. Academic Consortium Licenses *Science of Synthesis*

A major US Consortium has acquired online access to *Science of Synthesis* and the Houben–Weyl archive. The North East Research Libraries Consortium (NERL) has signed a license agreement to enable nine participating institutions to gain access to the electronic version of *Science of Synthesis* and Houben–Weyl. We are delighted to partner with the NERL consortium to provide favorable licensing options for institutions. This agreement reinforces our commitment to facilitating access to important research information for the academic sector.

The NERL consortium comprises top research institutions, primarily located in the North East of America. The participating members include Columbia University (New York), Harvard University (Massachusetts), Stanford University (California), Tufts University (Massachusetts), University of Pennsylvania (Pennsylvania), University of Rochester (New York), Yale University (Connecticut), and others. Each of these institutions boasts world-renowned chemistry programs, and comprises a total of 221 faculty staff and over 1200 graduate students in chemistry.

*Science of Synthesis* represents the most comprehensive source of evaluated reference material available electronically. *Science of Synthesis* fills a valuable information niche for educators bridging the gap between advanced textbooks and the immense quantity of data available in the primary literature. Available over the Internet, *Science of Synthesis* offers a user-friendly interface and easy navigation via two complementary mechanisms. Patrons may browse through the information in a didactic manner, since the information is presented in a highly structured format, while the reaction and structure searching provides fast

access to specific examples. Through a campus-wide license, each patron will have direct access to *Science of Synthesis* content from the library, the laboratory, and even from home.

We are privileged to aid the dissemination of our authors' expertise to the eminent researchers and budding scientists of these distinguished institutions. We would like to take this opportunity to acknowledge the time, effort, and unique knowledge that our authors and editors have contributed in creating this resource, and trust that it will serve as an important educational and research tool for many generations of chemists to come.

### Staff News

Cynthia Cleto has recently joined the Sales department (Electronic Products) at Thieme New York in the position of sales associate. Cynthia is looking forward to merging her interests in science and business. Cynthia is from Montreal, Canada, where she obtained a BSc in Biology and a MSc in Genetics from McGill University. She has worked in various university genomics laboratories within the past six years while completing her studies. Most recently Cynthia worked as laboratory supervisor at the Laboratory for Molecular Epidemiology of Infectious Diseases, McGill University. Cynthia will be involved in the sales of *Science of Synthesis*, along with other online resources from the Thieme Chemistry program, in North, Central, and South America.



Cynthia Cleto –  
New Sales Associate

## Sales News – ROW

Norbert Kummer, Sales Director  
norbert.kummer@thieme.de



### A New and Important Customer for *Science of Synthesis*

UCB Pharma has signed an agreement with MDL to provide it with discovery solutions to power its drug discovery research. The agreement also includes *Science of Synthesis* for up to 400 users. UCB Pharma, a specialty pharmaceutical company, with its head-

quarters in Brussels, Belgium, operates on a global scale currently employing 10 000 people worldwide. The pharmaceutical research of UCB Pharma focuses on allergic and respiratory diseases, and neurological disorders. UCB Pharma's breakthrough drugs include Zyrtec (anti-allergic), Keppra (anti-epileptic), Nootropil (cerebral function regulator), and Atarax (tranquilizer).



The last few months have been an extremely industrious period for Thieme Chemistry marketing. The conference season is rapidly approaching and we have been ensuring that all of the information our customers need is prepared, before our team members "hit the road". To this end we have been reprinting our catalogues, preparing new fliers, and new banners. However, our greatest focus has been on the Thieme Chemistry Web site.

Throughout all of our marketing material the [www.thieme-chemistry.com](http://www.thieme-chemistry.com) URL is present. Using the Internet as a marketing medium allows a much faster interaction with our customers, allowing us to implement changes and suggestions made by them almost immediately.

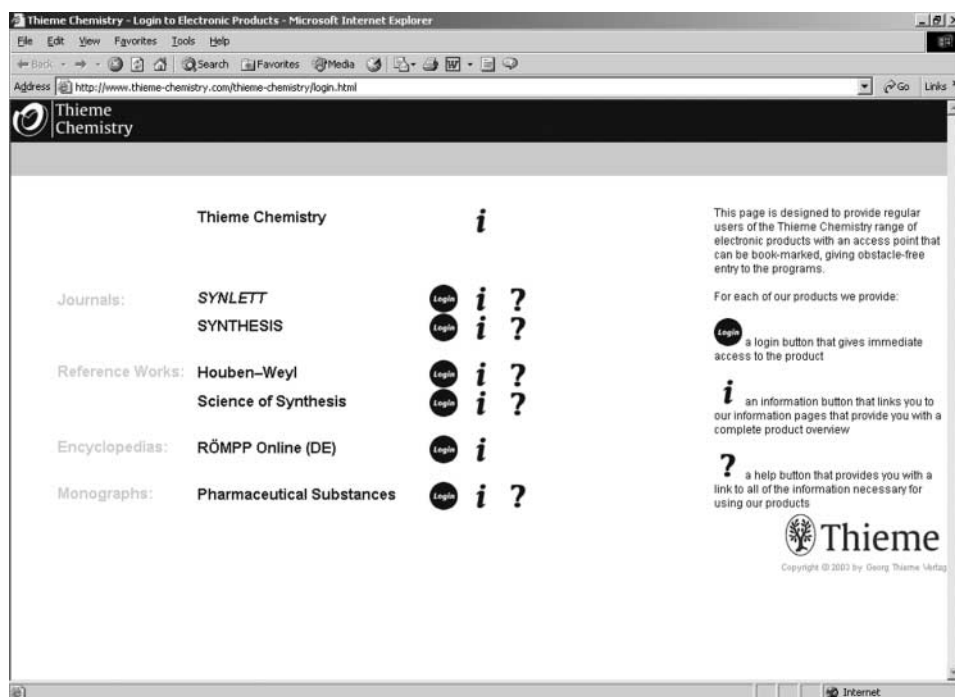
Over the past year we have been expanding and adapting our Web site to provide more information. We have also introduced custom-made pages so that conference organizers can link their Web sites directly to ours. A prime example of such an initiative is our collaboration with Professor Claire Tessier, the organizer of 36th Organosilicon Symposium, who will be awarding a copy of *Science of Synthesis* Volume 4, for the best presentation by a graduate. Their Web site links to a special page highlighting Volume 4. Such tailoring of the Web site helps to develop relationships with the hosts of conferences and provides a highly tailored interface for our potential customers. As a result of such efforts we have seen the hits on the Thieme Chemistry Web site increase from 23 831 to 60 688 since last August.

In order to improve accessibility for our users to the electronic version of *Science of Synthesis* we have also introduced a product login page, shown in the illustration, which can be accessed via the electronic products login button on the home page. This is a page which regular users of the product can bookmark to reduce the time it takes to enter the product itself. The login page also allows users of the other Thieme products to learn more about *Science of Synthesis*.

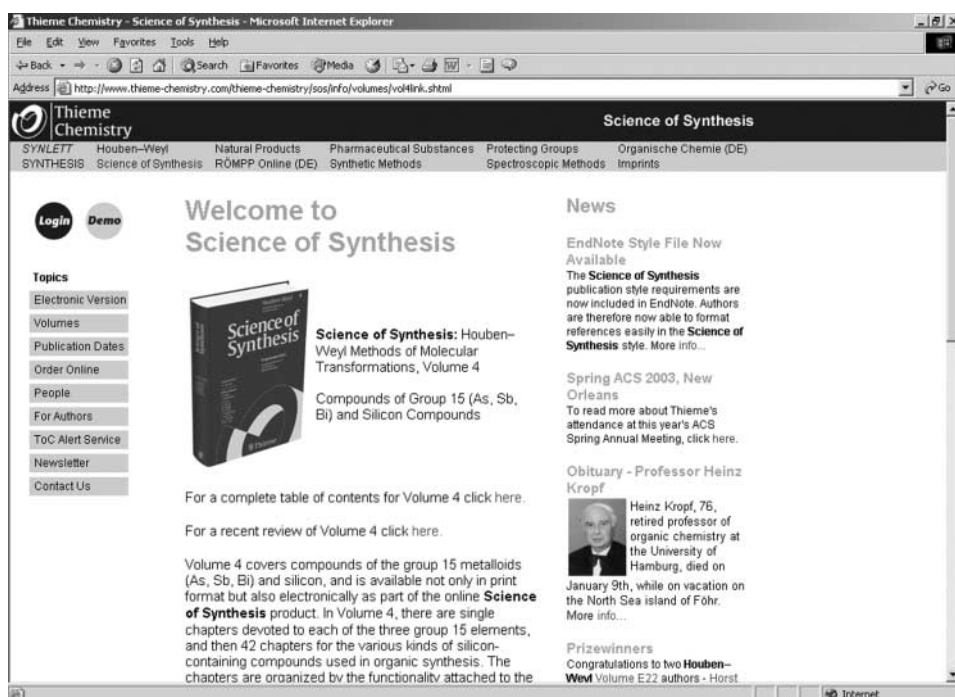
By modifying the Web site to incorporate the suggestions of our readership and users we can show that we are listening, and responding, to the opinions and needs of the community within which we work. Various people carry out this constant adaptation of the Web site. Most significantly Leigh Murray,

our production coordinator, is responsible for the textual content of the *Science of Synthesis* and Houben–Weyl web pages, I offer assistance with the more graphical aspects of the *Science of Synthesis* pages and am also responsible for the text and graphics that appear on most of the other pages. Thomas Krimmer and Rolf Hoppe provide the essential technical expertise that any such project requires.

Together, through the Web site, we give our users and readers a source of accurate information, which supplements and reinforces the information contained in our catalogue. If readers of this article have any suggestions, as to how we can improve our Web site, they are warmly welcomed. Please send your comments and suggestions to [marketing@thieme-chemistry.com](mailto:marketing@thieme-chemistry.com) and we will try to incorporate them.



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