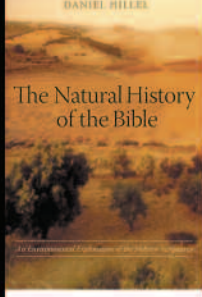
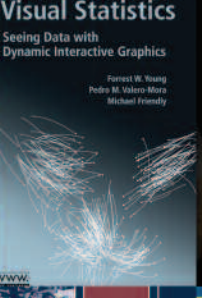
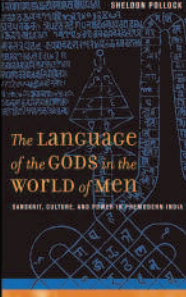


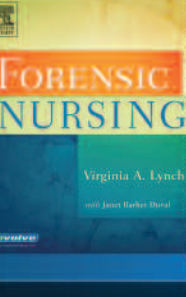
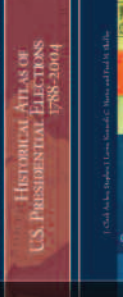
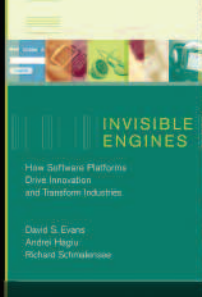
aap/PSP
PROFESSIONAL/SCHOLARLY
PUBLISHING DIVISION
OF THE
ASSOCIATION OF
AMERICAN PUBLISHERS



PSP
AWARDS
FOR
EXCELLENCE



2007
CALL FOR ENTRIES



R.R. HAWKINS AWARD

This prestigious award is given annually for an outstanding professional, reference or scholarly work published by a member of the PSP Division.

The R.R. Hawkins Award is named after the distinguished former head of the Science and Technology Division of the New York Public Library, who served in that post for more than forty years. Reginald Robert Hawkins was also the author of the bibliography, *Scientific, Medical, and Technical Books Published in the U.S. 1930-1944*, which was published in 1946 with the support of the U.S. Department of State and an advisory committee of major publishers. Developed to aid in the rehabilitation of European libraries following World War II, the bibliography's success contributed to library rehabilitation abroad and to the acceptance of American science and scholarship, formerly considered to be secondary to their European counterparts.

The R. R. Hawkins Award was created in 1976 to recognize outstanding scholarly works in all disciplines of the arts and sciences. Awarded more than 30 times since its inception, the Hawkins Award has recognized landmark publishing projects as diverse as Steven Mintz's history of American childhood, *Huck's Raft* (Harvard University Press), and the *Atlas of Clinical Cross Anatomy* (Elsevier).



PSP 2007 AWARDS FOR EXCELLENCE

SUBMIT YOUR ENTRY BY FRIDAY, NOVEMBER 2, 2007*

We all work very hard to make sure that our publications meet the highest standards. The PSP Awards For Excellence offer a chance for our entire industry to recognize and highlight those achievements.

*Steven Sterns
2006 PSP Electronic Information Committee chair*

Dear PSP Member,

If you filled out our questionnaire in June about the PSP Awards for Excellence, you are probably aware of the effort undertaken this summer to review and refresh the awards process and to better understand the value of excellence-in-publishing awards to the community. The questionnaire results make it clear that because of their novelty and focus on service to a discipline, conceptual development, editorial coherence, and design, the PSP awards are an essential part of many publishers' efforts to reach out to their various stakeholders to explain the value-added of publishing. You'll find this year that the opportunities for winning awards have improved, as have the tools used by PSP to promote and publicize the awards where they will have the greatest impact.

As a member of the Professional Scholarly Publishing (PSP) division of AAP, your organization is eligible to compete for the distinguished R. R. Hawkins Award, and for top awards in over 30 discipline and publication categories that comprise our industry. Now in its 32nd year, the R. R. Hawkins Award is given to the outstanding professional, reference, text or scholarly work published by a member of the PSP Division. I hope you will join us this year to ensure that these awards truly represent the full range of the industry's intellectual capital.

You can find the details on judging criteria, eligibility rules, and the entry form in the enclosed booklet, or at the PSP website:

www.pspcentral.org/index.cfm?left=awards&page=/home/awards.cfm

Please keep in mind that this competition is open only to members of the PSP Division of AAP. If you have any questions, please call the PSP Division at (212) 255-0200, ext. 226.

Sincerely,

James D. Jordan
President and Director
Columbia University Press



ABOUT THE PSP AWARDS

The PSP Awards for Excellence recognize the very best in professional and scholarly publishing by bringing attention to distinguished books, journals, and electronic content, published annually in over 28 disciplines. Judged by peer publishers, librarians, and medical professionals since 1976, the PSP Awards are extraordinary for their breadth and depth.

Each year, publishers and authors are recognized at the annual PSP conference in Washington for their commitment to pioneering works of research and for contributing to the conception, production, and design of landmark works in their fields. The R. R. Hawkins Award, presented to the most outstanding work among the books selected, has been given to more than 30 works since its inception. Indeed, winners represent a broad range of disciplines: they have included *Three Thousand Years of Chinese Painting* (Yale University Press), and *Atlas of Clinical Gross Anatomy* (Elsevier). Last year, Harvard University Press was the recipient of the R. R. Hawkins Award for *Evolutionary Dynamics* by Martin Nowak.

Following an extensive survey of the membership in June, this year's award's planning committee has undertaken a number of changes to strengthen the level of participation among member publishers and the representation of published projects, especially journals and electronic publications.

HIGHLIGHTS OF 2007 AWARDS:

- Three **new** electronic publishing awards
- Three **new** journals publishing awards
- Five **new** “best of” book awards will be chosen from over 28 subject book award categories
- **New:** One complimentary entry for each PSP member company
- Expanded publicity and marketing campaign for award winners
- Award stickers for book/journal/electronic products available for winners
- Winners' profiles on PSP website
- Streamlined awards ceremony
- PSP Electronic Information Committee and Journals Committee will be collaborating throughout the planning and judging periods.

On Thursday, February 7, 2008 the Professional/Scholarly Publishing Division of the Association of American Publishers will present the R.R. Hawkins and other category award winners at the awards ceremony luncheon during the PSP Annual Conference in Washington, D.C.

To register for the Awards Luncheon contact rnaveira@publishers.org

All titles will be displayed during the three day PSP Annual Conference.

save THE DATE

2008 PSP annual conference

February 6–8, 2008

Renaissance Mayflower Hotel, Washington, D.C.

Visit www.pspcentral.org for more details

BOOK SUBJECT CATEGORIES

HUMANITIES

- Art and Art History
- Classics and Ancient History
- Media and Cultural Studies
- Music and the Performing Arts
- U.S. History and Biography/Autobiography
- World History and Biography/Autobiography
- Literature, Language, and Linguistics
- Philosophy
- Theology and Religious Studies

SOCIAL SCIENCES

- Archeology and Anthropology
- Education
- Government and Politics
- Law and Legal Studies
- Architecture and Urban Planning
- Sociology and Social Work
- Psychology
- Economics
- Business, Finance, and Management

PHYSICAL SCIENCES & MATHEMATICS

- Mathematics
- Chemistry and Physics
- Computer and Information Sciences
- Cosmology and Astronomy
- Engineering and Technology
- Earth Sciences

BIOLOGICAL AND LIFE SCIENCES

- Clinical Medicine
- Nursing and Allied Health
- Biological Sciences
- Biomedicine and Neuroscience

REFERENCE WORKS

- Multi Volume Reference/Humanities & Social Sciences
- Multi Volume Reference/Science
- Single Volume Reference/ Humanities & Social Sciences
- Single Volume Reference/Science

NEW "BEST OF" BOOK AWARDS

For the first time, five **new** "best of" awards will be chosen from among the winners of the book award categories listed above. Judges will recognize one book in each of the categories listed below.

- **Award for Excellence in Humanities**
- **Award for Excellence in Social Sciences**
- **Award for Excellence in Physical Sciences and Mathematics**
- **Award for Excellence in Biology and Life Sciences**
- **Award for Excellence in Reference Works**

JOURNALS CATEGORIES

These awards are for the print version of a journal only. Journals which also exist in an online format may be submitted, but only the print version will be considered in the journals category. Nominations for online innovations in journal publishing should be submitted under electronic publication categories.

- **Best New Journal - Science, Technology & Medicine**
- **Best New Journal - Social Sciences & Humanities**
- **Best Design in Print**

ELECTRONIC PUBLICATION CATEGORIES:

NOTE FROM ELECTRONIC INFORMATION COMMITTEE

With the advent of the Internet era the collaborative efforts of authors, artists, and publishing professionals have taken new turns that in some cases have changed the very definition of publishing. The need to recognize these outstanding efforts and innovations in the electronic delivery of content has led to the creation of three new awards categories dedicated to electronic products and services.

■ Best Publication or Product

What should be submitted: An electronic product focused on a specific subject area or discipline, for example

- journal
- e-book
- stand alone content
- website focusing on one subject area

■ Innovation in Electronic Publishing

What should be submitted: Tools, features, functionality or services that help users interact with the content, or a novel application of technology within a platform

An example might be a novel Web 2.0 application or taxonomy.

■ Best Website or Platform

What should be submitted: To be given to a broad service that covers a range of content; This category would be judged on how user friendly it is, and on its performance, design, search engine capabilities, content and more.

Please note: Submissions for electronic awards are exempt from the copyright rule explained later in this document.

RULES FOR ELIGIBILITY

PSP Awards recognize books, journals, and electronic products that best exemplify a sound contribution to professional and scholarly publishing, maintaining both the highest editorial standards and the highest standards of design and production consistent with the objectives of the project.

TO BE ELIGIBLE YOU MUST:

- Be a PSP Division Member. If you have questions about your company's PSP Division membership status, please check the PSP website at www.pspcentral.org.
- Complete and submit an entry form for each book, journal, and electronic product you wish to enter. This includes additional materials such as reviews, background information of project, cover images, etc.
- Include payment of the entry fee of \$75.00, payable by check or credit card, for each title you wish to submit. One entry per company will be considered complimentary, and the \$75.00 for that title will be refunded.
- Send two copies of each title. *Please note:* Only books with a 2007 copyright are eligible to receive awards. Best Design in Print: Journal entries must have been published in 2007. Best New Journal entries must have been published after 2005. Electronic product categories are exempt from this rule.

THE FOLLOWING ARE NOT ELIGIBLE FOR THIS COMPETITION:

- Collections consisting of more than 5% of previously published material
- Revised Editions
- Publications previously published by another company
- Translations of a publication
(*Outstanding English language translations of important works of foreign literature (fiction, poetry, drama), however, will be considered.*)
- Test or pre-launch journal issues

GUIDELINES

BOOK ENTRIES

- One title and one category per form.
- Fill out author contact information legibly. Plaques and certificates are based on this. Please make sure spelling and address are correct.
- You must indicate the category in which you are submitting, or the entry will be disqualified.
- All entries **must** have a 2007 copyright date.
- Two copies of the work must accompany each entry.
- Your company must be an AAP/PSP Division member to enter this competition.
- Include a 250-word entry description and any supplementary materials.
- Photocopy all completed entry forms for your records.
- Only two entries are permitted per publisher/imprint/subsidiary for each category.

JOURNAL ENTRIES: PRINT

- One title and one category per form.
- Best Design in Print entries must have been published in 2007. (To be eligible for the Journal Awards, the product must be published a minimum of two times per year and have originated in the United States office of the submitting member company.)
- Best New Journal entries must have been published after 2005. "New" is defined as under 3 years.
- You must indicate the category in which you are submitting or the entry will be disqualified.
- Two copies of the journal must accompany each entry.
- Your company must be an AAP/PSP Division member to enter this competition.
- Photocopy all completed entry forms for your records.
- Only two entries are permitted per publisher/imprint/subsidiary for each category.

PLEASE NOTE:

These awards are for the print version of a journal only. Nominations for online innovations should be submitted under one of the electronic publication categories.

E- PUBLICATION ENTRIES

- Include URL and, if applicable, username/password to access site.
- One title and one category per form.
- All entries must have been published in 2007.
- You must indicate the category in which you are submitting, or the entry will be disqualified.
- Your company must be an AAP/PSP Division member to enter this competition.
- Photocopy all completed entry forms for your records.
- Only **two** entries are permitted per publisher/imprint/subsidiary for each category.

entry form

REQUIRED INFORMATION

To ensure that your entry receives complete attention by our judges, please take the time to provide instructive and thorough information.

Part I. In 250 words or less, please tell us , on a separate page for each entry:

1. What makes the entry distinctive and innovative
2. What contribution the entry makes to a field or body of knowledge
3. Why the entry deserves a "PSP Award for Excellence"

It is highly recommended that either the editor or publisher of the title write (or endorse) the entry description. Additional materials (media reviews, peer reviews, endorsements, etc.) to support the entry should be included. Avoid using catalog copy!

If you would like to provide us with a cover image, author/editor photo and/or any other material for award publicity purposes please email it to Rnaveira@publishers.org.

2007 PSP AWARDS FOR EXCELLENCE — ENTRY FORM

(Please Type or Print Legibly)

Book Journals E-Product Reference Works

Category _____
(Please designate category from the list of subject categories)

Title: _____
(As you wish it to appear on plaque or certificate)

Author(s): _____

Author Address: _____

Editor(s): _____

Editor Address: _____

Publishing Company/ Organization: _____

Address: _____

City/State/Zip: _____

Contact Name: _____

Phone: _____ Email: _____

URL for E-Product Submissions (Please include user name & password if applicable):

My preferred method of payment for the \$75.00 entry fee per title is:

Check enclosed for all entries
(Please make check payable to Association of American Publishers, Inc.)

Credit card: Am Ex Visa MasterCard

Card Number _____ Exp: _____

Signature as it appears on card _____

Send forms, publications, and payments to:
PSP AWARDS PROGRAM 2007
Association of American Publishers, Inc.
71 Fifth Avenue, 2nd floor
New York, NY 10003

Please note: *We are offering each PSP member company a one-time, complimentary entry. It will be honored to the first submission we receive, from each member company. We require that you provide full payment information on each registration form and we will administer the first free entry.*

- A panel of independent judges will review all entries and select the award winners. As a general rule, awards will be limited to one winner. Depending on the circumstances of individual categories the judges may elect to award an honorable mention.
- Receipt of your publication, forms and entry fees will be acknowledged by e-mail. If your entries have not been acknowledged within four weeks of your mailing, please call AAP/PSP at (212) 255-0200, ext. 226.
- AAP cannot bill you for the entry fee. Please make checks payable to Association of American Publishers. Visa, MasterCard and American Express are accepted.
- Each publisher may submit a maximum of two publications for any award category. A publisher is defined as a company, division, subsidiary, or imprint. Therefore, any of those publishing units within a company may submit two publications in each category.
- Each title can be submitted for multiple categories; however, a separate entry form must be submitted for each category and the entry fee must be paid proportionately.
- To be eligible for the Journal Awards, the product must be published a minimum of two times per year and have originated in the United States office of the submitting member company. (For New Journals Awards, the product must be less than three years old).
- All publications submitted will be displayed at the PSP Annual Conference. Award winning entries are retained for one year in the PSP Division library at the AAP New York office. They are then donated to libraries around the country.
- Each PSP member company is offered a one time, complimentary entry. One entry per company will be considered complimentary, and the \$75.00 for that title will be refunded.
- Award winners will receive one plaque for their organization and each winning author and editor will receive a certificate. Honorable Mentions will receive one certificate per organization and one for each author and editor. Additional plaques and certificates can be purchased - Information will be sent to winners.
- Winners will be notified in early January. Please do not disclose this information until February 7th 2008, when it will be announced at the PSP Annual Conference Awards Luncheon.

HOW TO INCREASE YOUR CHANCE OF WINNING AN AWARD

- **Sell us on your entry**

We want to hear from the individual who has worked directly on the book, journal, or digital product being submitted. Tell us why this is the winning entry in your own words. Pre-publication and other reviews are welcome additions to your own description, but please, no catalog copy!

- **Read the rules**

Submissions that do not meet the criteria will be disqualified. Entry fees and publications will NOT be returned.

- **Take your time**

Make sure your entry forms are completely filled out, including appropriate contact information and category designation. Entries will be processed for judging only when the complete forms and fees are received.

CHECKLIST:

- COMPLETED REGISTRATION FORM
- PAYMENT
- SUPPORTING REVIEWS AND ENDORSEMENTS
- 2 COPIES OF PRODUCT [BOOKS, JOURNAL, REF WORKS]
- COVER/JACKET IMAGE, AUTHOR/EDITOR PHOTO (OPTIONAL)

Email rnaveira@publishers.org if you would like to be added to the PSP Awards Mailing List.

2006 winners

R. R. HAWKINS AWARD

Harvard University Press

EVOLUTIONARY DYNAMICS

ARCHAEOLOGY & ANTHROPOLOGY

The University of Chicago Press

WONDROUS CURIOSITIES: ANCIENT EGYPT AT THE
BRITISH MUSEUM

ARCHITECTURE & URBAN PLANNING

The MIT Press

DESIGN FOR ECOLOGICAL DEMOCRACY

ARTS & ART HISTORY

Princeton University Press

PICTURES OF NOTHING

BEST NEW UNDERGRADUATE TEXTBOOK

Elsevier, Inc.

EXPLORING ENGINEERING

BIOGRAPHY & AUTOBIOGRAPHY

Oxford University Press

DEAN ACHESON: A LIFE IN THE COLD WAR

BIOLOGICAL SCIENCE

Yale University Press

VIETNAM: A NATURAL HISTORY

BUSINESS, MANAGEMENT, & ACCOUNTING

The MIT Press

INVISIBLE ENGINES

CHEMISTRY

John Wiley & Sons, Inc.

BIOCHEMICAL THERMODYNAMICS: APPLICATIONS OF
MATHEMATICA

CLASSICS & ANCIENT HISTORY

University of Texas Press

CAESAR IN GAUL AND ROME: WAR IN WORDS

CLINICAL MEDICINE

Thieme Medical Publishers

ATLAS OF NEUROLOGICAL TECHNIQUE, 2 VOLUMES

COMMUNICATION & CULTURAL STUDIES

University of Chicago Press

FROM COUNTERCULTURE TO CYBERCULTURE: STEWART
BRAND, THE WHOLE EARTH NETWORK, AND THE RISE OF
DIGITAL UTOPIANISM

COMPUTER & INFORMATION SCIENCE

Princeton University Press

Information Science

EDUCATION

Teachers College Press

FOREVER AFTER: NEW YORK CITY TEACHERS ON 9/11

ENGINEERING

Mc Graw-Hill

FOUNDATION ENGINEERING HANDBOOK

FINANCE & ECONOMICS

Cambridge University Press

ECONOMIC ORIGINS OF DICTATORSHIP AND DEMOCRACY

GEOLOGY & GEOGRAPHY

University of Chicago Press

MAPPING PARADISE: A HISTORY OF HEAVEN ON EARTH

GOVERNMENT & POLITICAL SCIENCE

Cornell University Press

THE ORDER OF GENOCIDE: RACE, POWER AND WAR IN
RWANDA

HISTORY & AMERICAN STUDIES

Oxford University Press

INHUMAN BONDAGE: THE RISE AND FALL OF SLAVERY IN
THE NEW WORLD

HISTORY OF SCIENCE

The Johns Hopkins University Press

THE TROUBLED DREAM OF GENETIC MEDICINE:
ETHNICITY AND INNOVATION IN TAY-SACHS, CYSTIC
FIBROSIS, AND SICKLE CELL DISEASE

JOURNALS

American Chemical Society

ACS CHEMICAL BIOLOGY

LAW & LEGAL STUDIES

Oxford University Press

AMERICANS IN WAITING: THE LOST STORY OF
IMMIGRATION AND CITIZENSHIP IN THE UNITED STATES

LITERATURE, LANGUAGE, & LINGUISTICS

University of California Press

The Language of the Gods in the World of Men:
Sanskrit, Culture and Power

MATHEMATICS & STATISTICS

John Wiley & Sons, Inc.

VISUAL STATISTICS: SEEING DATA WITH DYNAMIC
INTERACTIVE GRAPHICS

MEDICAL SCIENCE

Oxford University Press

FIBER PATHWAYS OF THE BRAIN

NURSING & ALLIED HEALTH

Elsevier, Inc.

Forensic Nursing

PHILOSOPHY

Princeton University Press

PESSIMISM

PSYCHOLOGY & COGNITIVE SCIENCE

Oxford University Press

THE REDEMPTIVE SELF

SOCIOLOGY & SOCIAL WORK

Oxford University Press

THE CIVIL SPHERE

THEOLOGY & RELIGIOUS STUDIES

Columbia University Press

THE NATURAL HISTORY OF THE BIBLE

MULTI VOLUME REFERENCE WORKS/ HUMANITIES & SOCIAL SCIENCES

Oxford University Press

ENCYCLOPEDIA OF AFRICAN AMERICAN HISTORY

MULTI VOLUME REFERENCE WORKS/ SCIENCE

Elsevier, Inc.

ENCYCLOPEDIA OF RESPIRATORY MEDICINE

SINGLE VOLUME REFERENCE/ HUMANITIES & SOCIAL SCIENCES

CQ Press

HISTORICAL ATLAS OF U.S. PRESIDENTIAL ELECTIONS
1788-2004

SINGLE VOLUME REFERENCE/ SCIENCE

Johns Hopkins University Press

DRAGONFLY GENERA OF THE NEW WORLD: AN
ILLUSTRATED AND ANNOTATED KEY TO THE ANISOPTERA

