

CONDENSED REPORT OF THE INFORMAL MEETING OF SCIENTIFIC PUBLISHERS,
HELD DURING THE 18th IPA CONGRESS AT AMSTERDAM, ON 12th JUNE 1968
AT 2. p.m.

Bergmans (Netherlands) Chairman

I should like to welcome you to this meeting that Mr. Frank and I have very carefully prepared in order^o to try to convince everybody present of the necessity of founding a group of scientific publishers to work in a way similar to that of the Educational Group. Now it happened that Mr. Maxwell proposed a resolution in the meeting in which Mr. Knox gave his lecture, by the approval of which the final target we had, of trying to create a group of scientific publishers, has been reached this morning. I would like to thank Mr. Maxwell for his initiative. We are not yet entirely through because at 3 o'clock the Executive Committee will meet and will, we hope, approve of the formation of this section.

It might perhaps be practical to try to define first of all, with the assistance of Mr. Gordon Graham, what is going to be the future activity of the Educational Group and what is going to be ours. I should therefore like to ask Mr. Graham to make clear to us where, in his opinion, the line lies between educational and scientific book publishing.

Graham (United Kingdom)

Surveying the whole field, I seem to see three main divisions and I will try to define them for you to see whether you see the same categories.

Number (1) is scientific books purely as sources of knowledge: monographs, scholarly works, all books of postgraduate level, and we should probably include here scientific journals.

Number (2) that I see is scientific books as tools of learning, not only textbooks for schools and universities but also books to introduce the layman to a scientific subject.

In considering the inclusion of these in our deliberations we obviously also have to consider our relationship with the Educational Group of the IPA. Into this group fall not only textbooks but books for job training, technical manuals, laboratory manuals, and books on popular science, which in themselves vary very widely in their marketing techniques, but which are all used from the beginning of education until a man's education finishes, which is at the end of his life.

And number (3) that I see is scientific books as working tools. Here we consider the use to which scientific knowledge is put in business, in industry and in all human affairs. These books cover not only the pure sciences, but also the applied sciences, engineering, and social science, including management, all books for professional reference, specialized dictionaries and specialized encyclopaedias.

So these are the three that I see: books purely as sources of knowledge, scientific books as tools of learning, and scientific books as working tools. It seems to me that these should cover everything which is our concern and I hope that my brief enunciation of them will be of some help in defining our terms of reference.

Bergmans (Chairman)

I think it is one of the duties for the future committee to work it out, but I am inclined to say off-hand that the group (1), the scientific books as sources of knowledge, including monographs at postgraduate level and the scientific journals, would alone provide enough work for the coming ten years. So, speaking of a rough distinction, I think it is from the second year university level in the United States upwards that we are concerned with, and everything which is below that level belongs more or less to the existing Educational Books group.

Maxwell (United Kingdom)

We certainly will need very close cooperation with the Educational Group, but the definition which has been formulated by Mr. Graham, although it looks attractive in theory, would not really work in practice. I would have thought that first of all we will need to meet with the Educational Group.

A very easy distinction could be that primary and secondary education obviously belong to the educational group, and that tertiary and postgraduate education obviously belong to the scientific group. If you say: primary and secondary education is something we would under no circumstances touch, and that this belongs to the Educational Group, nobody hesitates. Tertiary and postgraduate levels are something that belongs to us; naturally, scientific journals and information systems in that area also belong to us, so that you are then beginning to have a simple formula which everybody would understand.

Wiley (U.S.A.)

We have two things which are part of the whole under discussion here. As I understood Mr. Graham, he is defining the subject areas, Mr. Maxwell is talking about level, and I think they fit together very nicely.

Bergmans (Chairman)

I am glad to hear that, in general, we agree on the main lines along which the new group should work and we all agree that we should by all means try to prevent duplication of the work of the Educational Group.

And now I think the new Group would be delighted to hear from the audience what subjects they wish us to study. So I invite everybody to put their wishes forward.

Watson (United Kingdom)

I feel that the subjects we should study would have to be general, broadly based, rather than the niggling small problems of marketing or statistics in a small way. One of the subjects this group should study is the marketing, the new marketing of the hardback book. The other field we might study, as we heard this morning, is the effect of computers. I would like to put forward two things, then, that this group could do. First, study concrete questions, but broadly-based ones, and second, to hold watching briefs on things like computers and electronic copying methods, etc.

Maxwell (United Kingdom)

I have come here at this time for three reasons: first, to invite you to take note that I am thanking the Executive Committee of this Association for really - and I am not being facetious - for really being positive in allowing this resolution to get accepted this morning.

Secondly I am very anxious on behalf of myself and my colleagues that we should not be seen to be a self-appointed junta. At the present time the position is this, that a committee, an organizing committee, a self-appointed one, stands here before you, but I don't think I want to serve on it and I am sure that none of my colleagues do, unless you, the members, will appoint us to do so, will elect us to do so.

As far as the names are concerned, you have our chairman, Mr. Bergmans of Elsevier; we have in mind to invite him to be the chairman at the foundation of the organization committee of our new group. Dr. Goetze of Springer Verlag is to be a member, Mr. Frank of North Holland Publishing Company is to be a member, Mr. Booher of McGraw-Hill Company, Mr. Wiley of Wiley's, Monsieur Dunod of Dunod in France and Mr. Code Holland of Pitman's in Britain and myself of Pergamon Press. Our business it would be to try jointly with the Executive Committee to draw up the rules for this association. Our business it will be from your suggestions, and any that we may have, to draw up a list of activities, of what this committee will be doing. This committee has already agreed for its members to put \$ 500 each into a special bank account which will be under the control of our chairman so that we shall immediately have something like \$ 3,500 to kick off. Our job will then be in the first instance to settle with the secretariat the form of this organization, what our links shall be to the IPA, how we shall report, because we are a child of the IPA. I hope you will also agree to give power to this committee to co-opt any other members that would be helpful to get our work underway, because none of us are looking for any work. And to start a group of this kind takes a lot of doing. Lastly it is our intention to invite each national publishers' association to give us a list of people who should be invited.

May I therefore invite you first to vote your approval or disapproval of the state of the committee as it now stands, which, by the way, will go out of business as soon as we have established the formula, the constitution, etc., and then we will presumably have to have an election by mail. May I therefore ask you please in principle whether you agree to the formation of this new group and the election of the working party of the people that I have mentioned and especially to the election of our chairman, who is now chairman of this meeting? Will all those please stand that agree with that? (All present stood) Thank you very much indeed. I hope you will take a serious interest in telling us now what you think we ought to tackle.

Remarque (Netherlands)

I would like to propose that this group undertakes some activity with regard to primary scientific journals not only in the form of co-operation between the publishers of these journals, but in the exchange of information on streamlining, uniformity of editorial standards, etc.. I am also thinking about the study in principle of the future of primary scientific journals with regard to the new developments that have been described to us this morning.

Watson (United Kingdom)

Mr. Maxwell has asked: what is this group, who are its members? Surely this is almost the first thing the Committee should decide and I don't think Mr. Maxwell's point came over as strongly as it ought to have done.

Bergmans (Chairman)

I think that in principle everybody who is active in the field of scientific publishing, according to the definition of this which is going to be given in the near future, will be welcome in the group.

Maxwell (United Kingdom)

As I see it, we will obviously have enough money to really get some work done. We will not exclude anybody who wants to be included, but it is not likely to be cheap, so that the people who will join this group will really need to get value for money. We will need to have a secretary. I think the first thing I would like to propose is the following: as soon as we have got a list of publishers who are obvious candidates from the national associations and from individual publishers, we should formulate a questionnaire which we send out to people and say "Ask your sales directors; ask your editorial managers what kind of information are they lacking at the moment, internationally? What kind of problems are they getting internationally? Where do they feel that they are not being consulted by the civil service?" Because decisions are being taken that can be harmful to publishers, we will quickly inform as a matter of urgency all the international bodies in the world that we exist, so that they are required under their constitutions to consult us about decisions that are likely to affect us. At the moment, bodies like the International Council of Scientific Unions, bodies like the various specialized agencies of the United Nations, who have problems in this area, have no private interest in consulting us because we don't exist. Once we have notified them that we do exist, they will bring problems to our notice which are likely to have an effect on our future, so I do hope that you will accept the chairman's invitation really to give some thought and give us some suggestions now.

Russak (U.S.A.)

One of the things we may have neglected to do is to fix a term of office. We have a wonderful committee elected unanimously, but we have no term of office, and I think something should be done here, Mr. Chairman, either in that the term of office should coincide with those of the members of the committee who are directing the Educational Group or that we fix our own terms. I put it to the Chair for a possible definition. While I have the floor, may I add one more point of interest to scientific publishers. I think there ought to be some sort of cooperative venture amongst scientific publishers to defeat the photocopying machine which has been cutting down the print runs of every one of us. Isn't there some really good research organization that for a fee will turn up a paper or an ink which cannot be photocopied? And if we can produce such a product and we have this entire ballistic missile, we would be more able to protect our own interest.

Bergmans (Chairman)

As far as the Term of Office is concerned, this is certainly one of the things to be dealt with, but I think that the organizing committee will draw up some rules and regulations in which the term of office will automatically be included.

Lang (Switzerland)

Es scheint mir doch nützlich die Sachgebiete noch klar abzugrenzen. Wir sprechen hier über das "scientific book"; scientific book und wissenschaftliches Buch sind nicht unbedingt das gleiche. Science bezeichnet doch vorwichtig die Naturwissenschaften, Medizin, exakte Wissenschaften, u.s.w., während im deutschen unter Wissenschaften auch die sogenannten Geisteswissenschaften fallen, die im englischen "humanities", in französisch "moral" bezeichnet werden. Meine Frage ist die: gehören die Geisteswissenschaften auch unter die Aktivität und das Arbeitsgebiet dieser Gruppe, oder nicht? Die Liste der Persönlichkeiten die Herr Maxwell genannt hat, enthält meines Wissens vor Allem Verleger der naturwissenschaftlichen, medizinischen, technischen Richtung, und es scheint als ob hier fast nur über naturwissenschaftliche, technische und medizinische Bücher gesprochen wird.

Bergmans (Chairman)

I am sure that the "Geisteswissenschaften" - social sciences - are going to be included in the field of activity, because we are constantly confronted with the fact that natural sciences and social sciences meet each other and are going to cooperate more and more closely.

Lang (Switzerland)

Ja, ich möchte hier wiederholen, dass es ganz sicherlich so ist, dass die Geisteswissenschaften dabei sind. Dafür habe ich ja Ihnen gesagt, wir beabsichtigen, dass die Universität und Postuniversität darin begriffen sind. Als Name dieser Abteilung so glaube ich, wird sein, dass es ist Abteilung Wissenschaft, Technik und Medizin, mit Inbehalt.

Maxwell (United Kingdom)

Probably it is best left to the committee, but we should be the Scientific, Technical and Medical Group. You obviously can't leave the medical people out and although they are not strongly represented here, this is a group which is important and certainly I would like to assure the publishers in the social and behavioural sciences that, if the committee should find it useful to co-opt somebody from that science, we would not hesitate to do so.

Booher (U.S.A.)

It seems to me, Mr. Chairman, that Mr. Russak raised a very pregnant question. You know this organizing committee could become self-perpetuating if we were evil men, and I think therefore that it will be well if this group sets a definite limit. I would suggest one year, or less if the organizing committee can finish its work in that time, at which point it would be dissolved and go out of business and then the proper officials would be elected through an election.

Bunge (Netherlands)

I would like to say two things, one of them upon the organization: it seems to me that if you decide to include what we call the alpha sciences, there should be at least one publisher on the board who specialises in that side of the publishing of scientific books. As far as I understand, the people you have now invited to join the Board are all from the beta sciences and I would suggest that at least one publisher of the purely alpha sciences is also invited. The second point is a small suggestion for your list. I have written down here: One of the tasks might be to draw up an international comparative list of university studies in the various scientific fields, e.g. what kinds of university study can be undertaken in the various countries, how long do they take, and what principal examinations have to be passed? It should be a comparative list - and international. In view of the internationalizing of textbook publishing I think this might be a useful suggestion.

Bergmans (Chairman)

There is one thing I would like to answer off-hand to your first suggestion or remarks. Messrs. Springer as well as the North Holland Publishing Company are active in the social sciences and I think that nobody will deny that the social sciences are represented. I don't know sufficiently by heart the lists of other colleagues, but I am absolutely sure that there will be no question of neglecting this aspect. In any case your wish has been put on the list and in the first meeting of the committee it will certainly be discussed.

Booher (U.S.A.)

I raise another question, merely and specifically for purposes of guidance to this organizing committee. As you know, in the Education Section, members from Eastern Europe are invited and are active participants. So a precedent has already been established of having them joining the deliberations of that special group. We also know now that the resolution is before the Executive Committee which would make it possible for the Eastern European countries to become members of the I.P.A. In view of these two facts it would seem to me to be logical to indicate from the beginning our willingness to accept their participation and membership in our special group. I place this before you for discussion because it must be faced.

Maxwell (United Kingdom)

This is, Mr. Chairman, a very important point to raise. The reason why Mr. Booher has raised it, and I rise now to strongly support him, is because he says the educational group has already got these people in for discussion and we as a group will want to do the same. Now, Mr. Booher and I did not wish to bring this on the committee, without having given an opportunity to our members here, if they wish to oppose us, to say so. That is the point, you see, so that we will do no more than the educational group has done, we will ask the Poles and the Russians to send their publishers for discussion of the points which we are discussing. We have some practical business to discuss with them and we want them in. It is our belief that if you have them in they will start signing the copyright conventions. They are now in the various shipping conferences, they are now in the gold pool, the diamond pool, and it is nonsense that they should be kept out of the book side. We want them to come and if there's anybody here in this group who feels that we ought not to invite them then they should say so. We think that we ought to extend an invitation to these people to participate with us and take part in the formulation of policies for this new Science, Technology and Medical Group.

Saugman (United Kingdom)

I think Mr. Maxwell is absolutely right that we should extend our invitation to be worldwide. I think there are very good reasons why our Eastern colleagues are members of the gold pool and the diamond pool. I also think I know why they aren't respecting copyrights, but we should nevertheless invite them because if we can get them to the table and talk to us about it, we stand to progress.

Bergmans (Chairman)

May I take it that from the support Mr. Saugman and Mr. Maxwell gave to Mr. Booher's suggestion that this is the general feeling of the meeting? Who is in favour of making our international contacts as wide as possible without any restriction for the time being? (Hands raised) So, with near unanimity it has been approved that we are working on this basis.

Remarque (Netherlands)

My question is, and this probably has something to do with the term of office, whether it is the plan to have a permanent representation of this group in the Executive Committee of the IPA?

Stam (Netherlands)

I am very sorry to say that although the Educational Group has tried to get a seat in the Executive Committee it has not so far succeeded, although it has one in the Commission Internationale. The music section has two representatives in the International Committee and one representative in the Executive Committee.

Bergmans (Chairman)

Then we can certainly try for representation, possibly in cooperation with the Educational Group.

Nijhoff Asser (Netherlands)

I want to ask you about your views on the small publishers. I myself am a very small publisher and I endeavour to publish scientific books. I have a mixed list, but I am sure that many of the smaller scientific publishers - or publishers who would like to publish scientific books, might like to be members. Mr. Maxwell told us that it would be very expensive. Well, I do not know exactly what your views will be upon this, but I should like to plead that you give the small scientific publishers with a very small turnover the chance to profit from your experience.

Frank (Netherlands)

As you know, the initiative to form this group was taken this morning at ten minutes to eleven, so some problems still have to be settled. It was also on my mind how far the scientific publishers of learned books or academic books in national languages can be members of this group. Here I don't mean by national languages English, French or German, but languages like Dutch or Czech, which I think still have to be talked over. It is too difficult to define this now. This in answer to Mr. Nijhoff Asser's question.

Maxwell (United Kingdom)

I would just say to our Dutch friend that all of us were small publishers at one time; some of us are now bigger, and we are very mindful of the need for the small publisher to have just as much help, as far as he can use it, as the larger publisher. In terms of price, it obviously cannot be that McGraw-Hill and you should be making identical contributions, but as Mr. Frank has explained, the problem of the small publisher is what in fact can you offer him which would increase his profits and knowledge and service?; this is something for the committee to study. As our chairman said, we are only a few hours old, leave us one or two problems to solve. But you may take it that you have not got a group of ogres who forget the small and medium publishers. You have a vital and important role to play, and I promise you that the committee will make sure that your interests are represented, especially as, you will remember, we have got the right to co-opt members to the committee and one of the people who if necessary ought to be co-opted is a small publisher who could look after their interests perhaps better than we can.

Salvat (Spain)

Je voudrais vous poser une question structurelle. C'est à dire: Nous sommes en train de créer un groupe dans le sein de l'Union Internationale des Editeurs comme un groupe à part. Mais ça n'est pas le cas. Dans l'Union, qui est personnifiée dans le congrès, ce sont les éditeurs individuellement qui agissent, ce sont les éditeurs individuellement qui votent, qui peuvent quand même changer les statuts. Mais, ces éditeurs qui assistent au congrès, quand ils repartent chez eux, ils ne sont plus membres de l'Union et ils sont représentés à l'Union par leurs membres-associations nationales, mais ce n'est pas une représentation, c'est justement les associations qui sont membres. Maintenant, Monsieur Maxwell a posé la question de membres individuels. Je peux vous dire que cette question, je la trouve formidablement dynamique, je ne m'oppose pas du tout à elle. Seulement je veux que tous nous soyons conscients que nous nous trouvons en face d'un problème structurel, qui, à mon avis, touche à la base de l'Union même.

Bergmans (Chairman)

I have the feeling that the freedom of movement of the Educational Group has become better than it has been before. I have the impression from what I have seen of the Educational Group that there is no very strong supervision by the Comités Exécutif et International and that in a way, once the Educational Group had proved to be a body which was able to do its own job, they just let it go ahead.

Stam (Netherlands)

The biggest difficulties we have encountered were the financial problems. When the Educational Group was founded, it was decided that the members - and, as Mr. Salvat pointed out, those are the member-associations - had to pay a separate contribution. This separate contribution has caused great trouble. I believe that it is fundamental for the IPA that a personal membership of the group should be possible. It would be far better to have personal members who are really interested in international cooperation paying a separate personal contribution to a group. But Mr. Salvat is right that this requires an amendment of the rules and regulations of the IPA, which - I think - is certainly necessary.

Maxwell (United Kingdom)

Mr. Salvat has put his finger on a highly technical legal point, but I would invite him to believe me that there are great advantages in the unwritten constitution; we don't have one in England, and we seem to do very well by it.

The group which we have now formed will certainly consist of individual members as far as science, technology, and medicine are concerned. It will be funded by those members, because they, individually, will be benefiting from the services. It would be utterly wrong to ask our associations to make contributions for our services, because you would start arguments in your national association and nothing would happen for a long time. I would, however, want to be careful here: whilst insisting on individual membership as the only form of participation in the Science, Technology and Medical Group, I would not want to deprive the IPA of overlordship over us, nor would I want to operate outside my national trade association for those aspects of their affairs for which they are properly competent. So that my answer to Mr. Salvat is this: this is the kind of problem which can be ignored, subject to the fact that we know it does exist, and eventually no doubt the constitution will be amended. I really want to make sure that this is not misunderstood, that is, that we do not want in any way to hive off from the IPA or wish to do anything outside our national associations when it comes to IPA policy matters. We would merely be a legal daughter of that organization and do our best to see that it works to the benefit of us all.

Bunge (Netherlands)

May I, now that it is probable that individual membership will be established, here refer to the words Mr. Frank has spoken and which made me a bit afraid. I think he said that it was still highly questionable whether anyone publishing scientific books in languages other than English, French or German would be admitted to this daughter of the IPA. Have I rightly understood that this will still be a point of discussion?

Frank (Netherlands)

Mr. Chairman, I did not say that it is highly questionable. I would welcome it very much personally if all scientific publishers, also in other languages, could be members of this group. I said in answer to Mr. Nijhoff Esser's question about the members' fee that it was not yet decided and that we have to discuss whether we can make some special arrangements for publishers of scientific books in languages outside these three. Personally I will back it as much as possible.

Bergmans (Chairman)

I would like to bring to your notice an important message from Mr. Wiley, who has just returned from the meeting of the Executive Committee and has told us that the resolution proposed by Mr. Maxwell seems to be so clear that hardly any discussion was necessary. I think, to conclude this session, it is appropriate to read the resolution: more: it is so short that I can easily do it in English, French and German. The text and the wording of the resolution which will be put before the general closing meeting next Saturday and with your assistance will be approved, is:

RESOLUTION

"The XVIIIth Congress of the IPA notes and welcomes the setting up of a Scientific, Technical and Medical Group of the IPA along the same lines as the present IPA Educational Group;

it further notes that the new group will be financed by its members and

urges the Executive Committee to assist the founding committee, consisting of Messrs. Bergmans, Booher, Dunod, Frank, Goetze, Code Holland, Maxwell, and Wiley, to formulate its rules of procedure and activity."

"Le XVIIIth Congrès de l'U.I.E. prend acte de la fondation d'un Groupe scientifique, technique et médical au sein de l'U.I.E. auquel il souhaite la bienvenue et qui suivra la même ligne que l'actuel Groupe d'Editeurs de Livres Scholaires de l'U.I.E.

il prend acte du fait que le nouveau groupe sera financé par ses propres membres,

il charge le Comité Exécutif d'aider le comité fondateur, qui comprend MM Bergmans, Booher, Dunod, Frank, Goetze, Code Holland, Maxwell, et Wiley, à formuler son règlement et à définir son activité."

"Der XVIII. Kongress der I.V.U. nimmt zur Kenntnis und begrüsst die Gründung einer IVU-Gruppe von wissenschaftlichen, technischen und medizinischen Verlegern, ähnlich wie die Educational Group der IVU;

er nimmt ferner zur Kenntnis, dass sich die neue Gruppe selbst finanzieren wird, und

ersucht das Exekutive-Komitee, das Gründungskomitee, das sich aus den Herren Bergmans, Booher, Dunod, Frank, Goetze, Code Holland, Maxwell, und Wiley zusammensetzt, bei der Formulierung der Geschäftsordnung und des Arbeitsprogramms zu unterstützen."

There being no further business the meeting was closed at 4. p.m.