

A valorização da revista científica: o papel da editor e sua avaliação



**World Health
Organization**

Context and Challenges

- Digital revolution
- Author/reader
- How to add value



Alternatives to on-line journals

- Web
- Institutional repositories
 - Open archives
 - Metadata
- Blogs
- Podcasts
- Wikis

Values

- Prestige
 - Impact factors
 - Citations
- Quality
 - Peer review
 - Editing
- Permanence
 - Reliable conservation
 - Future access
- Ethical process
 - Rights respected
 - Transparent



Content

- Debate and commentary
 - Round tables
 - Letters and rapid responses
- Editorials
- Commissioning
 - Articles
 - Theme issues
- Analysis
 - Reviews
 - News



Process

- On-line submission
- On-line peer review
- Fast tracking
- Publication ahead of print

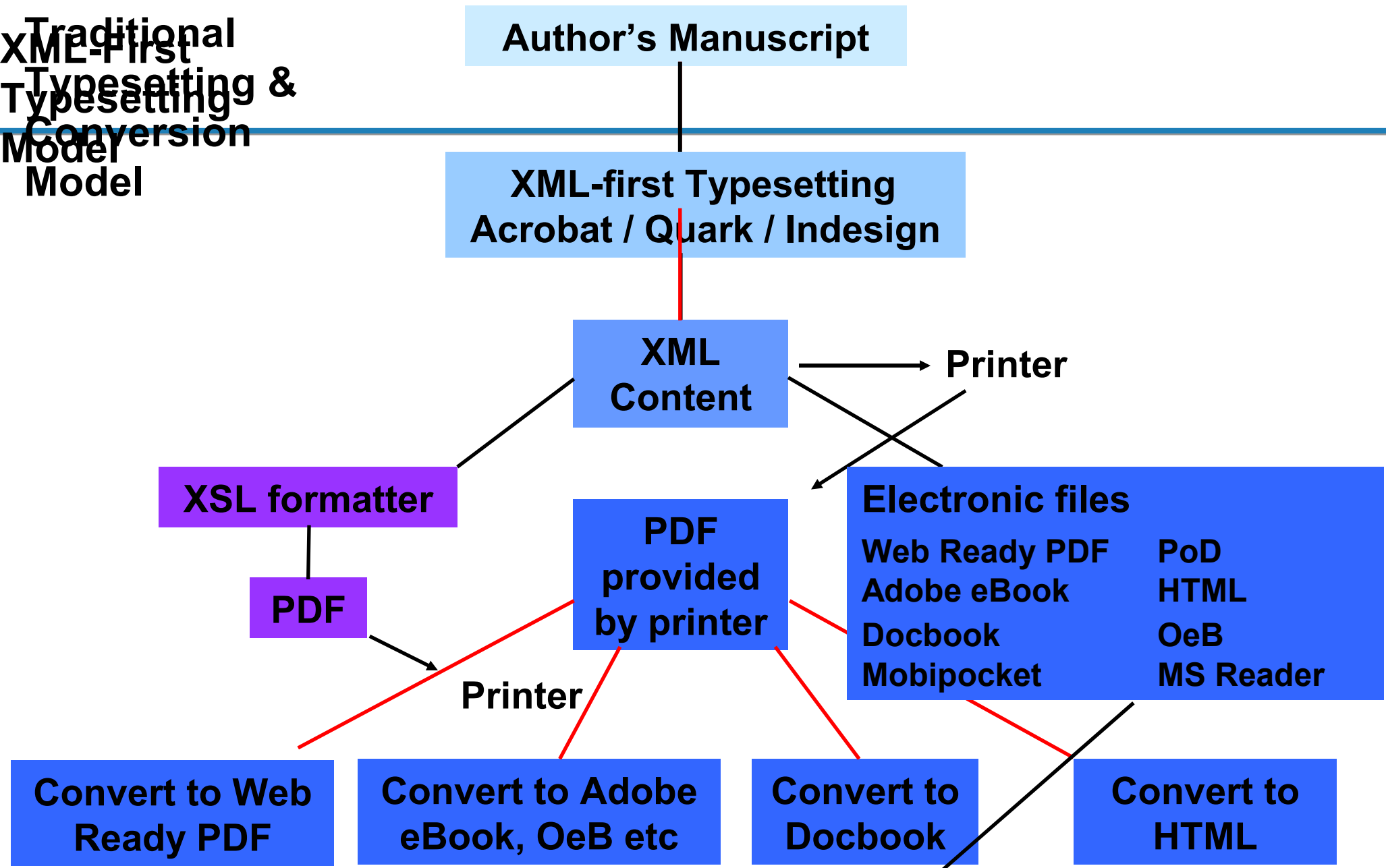


Technology

- Pre-flight
- Pre-editing
- XML-Workflow
- Multiple platforms
 - Print
 - Web
 - CD
 - Mobile



**Traditional
Typesetting &
Conversion
Model**



Institutional Web site, eBook vendors, Print on Demand distributors etc



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