

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

Author's Manuscript

XML-first Typesetting
Acrobat / Quark / InDesign

XML Content

XSL formatter

PDF

PDF provided by printer

Printer

Electronic files

Web Ready PDF
Adobe eBook
Docbook
MobiPocket

PoD
HTML
OeB
MS Reader

Convert to Web Ready PDF

Convert to Adobe eBook, OeB etc

Convert to Docbook

Convert to HTML

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