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Academic Press, a publishing division of Elsevier that was started in the United States in 1942, is celebrating the accomplishments of 65 years of quality publishing. Academic Press was founded by two partners, Walter Johnson and Kurt Jacoby. Their goal was to establish their company as the most prestigious American science publisher, and setting a high standard that is now the true essence of this imprint.

Today, Academic Press has a publishing list of thousands of different titles, but it all began with just one book -- *Vitamins and Hormones*, *Volume One*. This title, now *Volume 71*, is the longest-running serial published by Academic Press. The expert scientists for this Serial are internationally known, and it is read by thousands of researchers, faculty, and graduate students worldwide.

As one of the most respected publications in the field of biochemistry, Academic Press' **Methods in Enzymology** series has been the critically acclaimed laboratory standard for more than 50 years. Currently available online via ScienceDirect dating back to the first volume from 1955, each volume in the series has been eagerly awaited, frequently consulted, and praised by researchers and reviewers alike.

"Academic Press is more than just a book publisher; it was the one of the first publishing houses invited by the Chinese Government to sell English language scientific and technical books in China based on our reputation of scholarly excellence, and a number of our authors have won Nobel prizes in chemistry, earth science, and medicine," said Sal Gelardi, Senior Vice President of Global Sales and Marketing, Elsevier. "Our books have won numerous awards from various magazines, journals, and publishing organizations, and we believe readers worldwide recognize this kind of excellence year after year," Gelardi added.

For Scientific and Medical Researchers, Academic Press provides high quality scientific reference and academic content that offers the most comprehensive coverage and an embedded gateway to the enriched online research and learning environment. Academic Press is best known throughout the international scientific community for the superior quality content of its publications. Providing numerous award-winning books, Academic Press holds a long-standing list of bestselling titles from distinguished authors, including Squire's *Fundamental Neuroscience*, Agrios' *Plant Pathology*, Wallace and Hobb's *Atmospheric Science*, and Ross' *Introduction to Probability Models*.

Academic Press publishes about 500 new books a year, has a blacklist of more than 8,000 titles, and is a huge part of the success behind Elsevier and the online division **ScienceDirect.com**. With over 11 million researchers accessing ScienceDirect, Elsevier is now expanding this program with anticipated launch of over 4,000 scientific and technical books which will be celebrated in the fall of 2007. This selection will comprise high quality selected eBooks titles published from 1995 to the present day. Approximately 50 titles will be added to the eBooks list on ScienceDirect each month following the launch, offering researcher's unparalleled integration and linking between the latest online book and journal information.

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