

ASIDIC newsletter

No. 89, Spring 2005

ASSOCIATION OF INFORMATION AND DISSEMINATION CENTERS

Spring Meeting Considers Search Engine Wars

Returning to one of its frequent venues, ASIDIC met at the Royal Sonesta Hotel in New Orleans, LA on March 20-22 for its Spring meeting. Fifty-seven attendees participated in the technical program, which was entitled "Search Engine Wars and the Next Generation". **Carolyn Finn** (Thomson Scientific) was Program Chair, and **Marjorie Hlava**, assisted by **Lawrence Lane** (both of Access Innovations), was Local Host. A summary of the Technical Program and links to some of the presentations appears in this Newsletter. The Monday evening event was a walking tour of the Garden District, followed by a spectacular gourmet 5-course dinner at Commander's Palace, one of the country's top 10 restaurants.

Committee Reports

Treasurer and Finance: In the absence of ASIDIC treasurer **Mike Walker** (NewsBank), **Jay ven Eman**, Finance Committee Chair presented a combined Treasurer and Finance Committee report. Even though ASIDIC showed a small loss in 2004, it is in good financial condition. The mid-1990s showed a decline in revenues from competition with other meetings and the economy slippage caused by the events of September 11, 2001. These challenges were met by raising membership dues and meeting costs. The economy has improved, but meeting costs have risen. Sponsorships are a big help.

Executive: ASIDIC president **Kevin Bouley** (Nerac, Inc.) presented a summary of the Executive Committee meeting. He noted that there were over 20 first-time attendees at the meeting. The Committee is suggesting a change in the By-Laws to clarify that it will vote on applications for both Associate and Full

Members. A notice will be sent to all Members before the Fall meeting, and a vote on the change will be taken there. In response to a suggestion from a new Member, links to the Web sites of Members' organizations will be added to the list of Members on the ASIDIC Web site. Finally, Kevin noted that three Executive Committee members' terms will expire at the Fall meeting, and replacements will be elected then. The positions to be filled are President, and two Members-at-Large. Suggestions for candidates should be sent to the Chair of the Nominations Committee, **Miriam Drake** at mdrake@bellsouth.net.

Standards: **Marjorie Hlava** presented the standards report. Several new standards of interest to ASIDIC members will be voted on shortly. The complete report is on the ASIDIC web site.

Publications: **Don Hawkins** (ASIDIC Secretariat) announced that speakers' presentations be made available on the ASIDIC Web site, with their permission. This will make the newsletter shorter

and quicker to prepare.

Sponsorship: **Kevin Bouley** thanked Nerac, Thomson Scientific, Inspec, and Information Today for their generous sponsorship of the Spring meeting. He also thanked FreePint (see <http://www.freepint.com>) for suggesting that ASIDIC advertise the meeting on their service.



Fall 2005 Meeting

The Fall 2005 meeting will be at the Silverado Resort in Napa, CA on September 11-13. **Barry Bealer** (Really Strategies) and **Gerri Potash** (Nerac) are Program Co-Chairs, and **Randy Marcinko** (Marcinko Enterprises) is Local Host. The program, entitled “The Changing Value of Content”, is already being developed. (See the box below.) The Silverado Resort is an extremely attractive venue, with many opportunities for recreation (tennis, golf, etc.) before and after the meeting (see <http://www.silveradore-sort.com>). The Monday event will be a dinner at Clos Pigase Winery (<http://www.clospigase.com>) featuring their wines. You will not want to miss this meeting. It is critical that you **make your arrangements early**; the meeting will be held during the peak of the grape harvest in the Napa Valley, and reservations for rooms, tee times, and tennis courts will fill up quickly.



Future Meetings

The Spring 2006 meeting will be in Fort Meyers, FL, with **Iris Hanney** (TechBooks) as Local Host. (See the President’s Column for further details on this meeting. Sites under consideration for Fall 2006 are Portland, OR; Salt Lake City, UT; and Las Vegas, NV.



President’s Column

By Kevin Bouley

Dear Friends,

The snow has finally melted here in Connecticut. I’m now out on my bike and March Madness is behind us. Please mark your calendars and save the dates for the Fall meeting, September 11 - 13, 2005, hosted by **Randy Marcinko** from Marcinko Enterprises, Inc. The Silverado Resort in Napa, CA will be the backdrop to a timely and exciting program, The Changing Value of Content, being assembled by Barry Bealer, Really Strategies and Gerri Potash, Nerac, Inc. (see below). Please visit www.asidic.org for updates to the Fall program.

Preliminary planning for our Spring 2006 meeting in Fort Meyers, FL has already begun. **Iris Hanney** of

Fall Meeting Theme—The Changing Value of Content

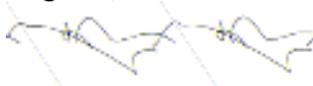
Value is in the eye of the beholder. For content, value is created from the very first keystroke through the final delivery in whatever form it is published. The ASIDIC fall meeting will look at the changing value of content; how publishers continually have pressure to add more value to content; how aggregators need to create value added tools; and how the user now has the opportunity to add value (e.g., personalization) and even freely edit content in some cases (e.g., wiki sites). Come listen to leaders in the information industry speak about how their companies are addressing the value added equation and producing content that users feel is worth paying for. Network with industry peers, enjoy Napa, and come away with a whole new view on how your company can enhance the usefulness and exploit the inherent value in content.

TechBooks and **Mike Walker** of News-Bank have already identified digitization of books, journals, newspapers, etc. as the subject. The technologies, challenges, benefits, delivery options, rights, searching, and funding will be addressed. Speakers will come from libraries, technology vendors, publishers, and others involved.

The Spring program in New Orleans focused on the next wave of Internet innovation, which is blurring the lines between the invisible web and free web content. It came together nicely with the help of the membership and was very well received by all those in attendance. My thanks to **Carolyn Finn** from Thomson for her role as Program Chair and to **Margie Hlava** whose arrangements with the garden tour and dinner at Commander's Palace (complete with festive masks) were extraordinary.

For those of us seeking to better understand changes in content and its value, the Fall program promises to deliver on a topic area of interest to us all. I look forward to seeing you in Napa.

Regards,



Kevin Bouley

New Members

A SIDIC welcomes the following new Members:

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TECHNICAL PROGRAM SUMMARY

*Note: Only brief summaries of many of the presentations are given here. For more detail on those indicated by **Presentation Available**, see the Final Program at <http://www.asidic.org/spring05.htm> and click on POWERPOINT SLIDESHOW.*

Program Introduction

Until recently, Internet search engines have been neatly divided into two camps—those that support free information and those that support the invisible Web. As Web users blur the lines between invisible Web content and free Web content, the battle for the desktop between search engine providers and the scholarly information industry will intensify. Has the time come for Web search engine providers to compete with traditional disseminators of scholarly information, or will a new era of partnerships for delivery of content emerge? This meeting explored the search engine wars and the next wave of Internet products and services.



KEYNOTE ADDRESSES

On Web Search 2005

Gary Price, Editor, ResourceShelf.com
Presentation available at
<http://www.resourceshelf.com/asidic05.html>

ResourceShelf was originally created as a way to keep current on information industry developments; now it is updated every day with links to new full text documents in the library area. A new service, DocuTicker, is a continuous feed of new full text documents; it is now part of ISI's services. It is hard to get people to return to the site, but Price provides a weekly e-mail reminder to subscribers. Four years since the incep-

tion of *ResourceShelf*, over 20,000 people have subscribed, many of them from outside the library and information community.

What is a Web search? Many people think it is going to Google or Yahoo! and entering an average of 2.8 search terms! The information industry has done a poor job of keeping itself relevant in this one-stop shopping age. Most people do not know about resources beyond the three major search engines, and people cannot use what they do not know about. What have we done to let people know about these resources? The real invisible Web is everything beyond the first four or five search results!

The search engine business is booming. Search optimization is especially big. Contrary to popular opinion, Google is not in the search business—98% of its revenue comes from advertising. At a recent Search Engine Strategies conference, the most relevant theme was specialized databases, or verticals. Google has no TV or print advertising; its use spreads by word of mouth to the right people at the right time. The biggest challenge of the search engine business is keeping spam out; every page cannot be first or second in the listings.

Some trends and issues:

- Federated search, with a common user interface is growing in importance.

- Direct answers, not just links, are being put on results pages (AskJeeves and MSN).
- Direct links to specialized searching, such as Yahoo!'s link to gas prices by Zip code, and Google's link to the U.S. Patent Office search system.
- Focusing a search using a dropdown menu (AOL's pinpoint shopping).
- Multimedia: speech, video, voice recognition.
- Non-commercial Web directories providing quality over quantity (Librarian's Index to the Internet, InfoMine)
- Local search
- Specialized interfaces



Publishing Perspectives and Search Engine Trends

*David Jastrow, Simba Information
Presentation available*

Jastrow discussed the wants and needs of professional publishers' customers. The content they search is becoming much more complex. They need facts and answers at their fingertips (especially true for doctors using PDAs), high quality research results in spite of slim budgets, more electronic resources, and more personalization. In the future, these needs will expand to include integration of content into larger complex systems, open access, and easier ability to "buy by the drink", intelligent software to automate routine tasks, and critical information delivered to overlooked markets. See Jastrow's presentation for an analysis of the legal, STM, and business publishing markets, including current market sizes and top trends.

It is important to realize that even though content is almost indispensable,

customers face a reality check when making purchasing decisions. Customer feedback is critical for publishers to succeed; tools must make tracking usage easy.

Google Scholar has just been released, so it is too soon to tell what its impact will be. But we can ask if it spells the beginning of the end for scholarly publishing. Is Google Scholar a friend or foe to the information industry? In a survey of nearly 100 publishers, over half said that it was an opportunity because it will increase usage of journals and their Web sites. In a survey of 200 librarians, over half said that Google Scholar will have a positive impact on their jobs. However, Google needs to improve its relationships with publishers to succeed in the long term, and the early success of Scholar should be a wakeup call for A&I providers. Instead of worrying about whether it is friend or foe, publishers should analyze what it is doing well and how they can implement those techniques into their services.



Session 1. Alternative Search Models and Search Engine Functionality

*(Moderated by Alice Redmond-Neal,
Access Innovations)*

New Alternatives for Finding Relevant Information

John Costanzo, Factiva

Factiva, formed in 1999, is a joint venture of Dow-Jones and Reuters. More than 80% of its 1.6 million subscribers are global Fortune 500 companies. Factiva is a blend of technological innovation, and information domain knowledge. It has more than 9,000

sources, including newspapers, news-wires, and thousands of company reports.

The information environment has dramatically expanded; business users today must be aware of much more information that may affect their enterprises. Blogs and bulletin board services are becoming more important. Consumer-generated information, once virtually dismissed by businesses, has become more relevant. Consumers have much wider access to information than ever before, and businesses must understand this. Business still need specialized content, but they cannot ignore consumer information. Fast, accurate searching and applications that understand the user are necessary. Because of the growth of information, answers, not just headlines must be available. Users want information brought to them; they are not going to take time to interrupt their workflow.

Technologies that will affect search are text mining, visualization, taxonomies, and personalization. However, it is important to move beyond technologies to tasks and increase the relevancy of technology to the user. Applications will be relevant only as they help people to succeed in their role in the organization. If a graphical display is available, users will generally analyze the results of a search, then move to the full text of the relevant documents.



Search Engines and Our Web Sites: The View From Ingenta

Anne Orens, Ingenta

Presentation available

Ingenta, a leading content aggregator and builder of Web sites for journals and publishers, recently introduced a

new integrated and upgraded platform, IngentaConnect. The changes included exposing the metadata to Google for full text searching. Fears that Google crawling would degrade the system's good user performance led to setting up a dedicated "crawler" server. System URLs were normalized, and metadata was tagged so that the crawler could quickly detect the important elements.

Orens' presentation discusses issues and opportunities created by the site upgrade and by the implementation of Google search of the database. User behavior has changed also. Ingenta has added value to its site by doing what search engines do not do, reaching out to users, and reinforcing publisher branding. It has moved from a content-centric to a market-centric approach. It has also implemented an e-commerce module so that its users can enjoy one-stop shopping and complete their entire transaction without leaving the Ingenta site. It can therefore take quicker advantage of market opportunities.



Panel Discussion

A panel discussion moderated by *Barry Bealer*, Really Strategies, Inc. examined other issues of search engine functionality. Panel members were *Frank Bilotto* (FB), *Vivisimo, Inc.*; *Chris Hill* (CH), *Innodata-Isogen, Inc.*; and *Paul Pedersen* (PP), *MarkLogic Corporation*. The discussion was in the format of a question and answer session; an edited summary follows.

Why are publishers converting their data and adding metadata? Will it improve search technology?	
PP:	Yes, markup is essential in legal and STM searching. Web search engines

	do not understand the semantic structure of articles. Better markup makes better searching. We need rapid access to information with a minimum of keystrokes.
CH:	Metadata gives us the flexibility to tailor documents to different audiences. Ontologies are still needed.
FB:	Technology is superior to metadata. All metadata is useful, but the difference made by technology shows in the presentation. Clustering is one example. Technology helps companies get to their end users.
PP:	If content is marked up, the technology and logic can be transferred to the content and made visible.
CH:	XML is different from other technologies because it captures “what I know” about information.
How will we deal with the semantic Web?	
FB:	The top 250 to 500 hits can be put on a page using clustering instead of the top five.
PP:	The semantic Web opens up a wide domain of knowledge. It is cheap and easy to have a Web presence; semantic Web companies can piggyback on this.
CH:	The semantic Web is a pipe dream now. When it becomes available, we may not see it as current visions predict. We must build topics around what experts talk about, not around arcane technologies. Knowledge is not static, and technology must acknowledge this. Experts must drive development, not software developers.
What are the alternative search trends in the marketplace today?	
PP:	Web search engines are distilling a pool of free content to produce ten low-quality hits. That pool is becoming exhausted. Content owners want to use their content as the nucleus of a pool that users will pay for.
CH:	Specialized search engines are becoming more attractive, and people are becoming aware of them. We

	must understand what is happening behind the scenes.
FB:	We will see more specialized search engines in the future. It is not necessary to bring content in-house and build directories to it because of clustering, so creating specialized search engines has become easier.
What challenges lie ahead for publishers in employing alternative search models? Will they be able to adapt? Where should they be investing now?	
FB:	Publishers can turn the tables on Google because they have the content that people need. The challenge is to make people aware of it. Do we really know what customers want?
CH:	We often forget the basics of what we are trying to do—communicating our knowledge asynchronously to other people who also want to know some of it. We tend to forget this and get bogged down in the technology.
PP:	Publishers have three challenges: <ol style="list-style-type: none"> 1. <u>Archive backlists</u> that need to be brought forward (conversion). 2. <u>Breaking down information silos</u>. Today, publishers must have a quasi-monopoly on content to make money. Breaking down silos promotes interaction and adds value. 3. <u>Open access</u>. Academics are unhappy with publishers who make money from their work. (Google Scholar is an effort by two people who know nothing about the scholarly publishing market!)
FB:	We know how to search Google. Publishers can get to me by mimicking them.
CH:	Software vendors do not have an economic advantage to supporting open standards, so proprietary formats are attractive to them. XML is a resistance to that, and proprietary formats are becoming obsolete. Wikipedia has been a surprise.

Where will search technology be in five years?	
PP:	Results will not be a list of URLs but information in context.
CH:	We will have search engines that are more fine-tuned and that exploit the knowledge of content creators. The creation of content fits into the framework of human knowledge.
FB:	Search is only as good as the content. It goes behind the scenes to help users. So we won't talk about searching any more because search engines will give the answers, not just the URLs. The battle is about post-search features that add value to the content.

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## Session 2: How Will Traditional Information Providers Respond?

### The A&I Industry: A Dinosaur?

*Joel Hammond, Thomson Scientific*

Is the A&I industry a dinosaur and dying out, or is it progressive? We should not worry about Google but about what Google represents. We live in a dynamic environment and must stand back and look at the interaction of technology and business models. Many companies do not exist any more, and technology has allowed users to do new things. Specialized databases are still valuable because every document in them is relevant to the subject area they cover.

New aggregators have appeared. They allow us to do what the A&I services do, but the quality is not as good. They are a disruptive technology and have turned our world upside down. We are no longer doing information retrieval; we are doing information search and analy-

sis and getting answers. Our former "secret weapons" are no longer secret; they have been exposed to users of Google.

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Illumina: Evolution from Interface to Platform

Anthea Gotto, CSA

Presentation available

Much of the information on the Internet is not a threat to us because even though anyone can put content on the Web, it is not indexed, the URLs may not be stable, it does not use DOIs, and there is no way to get the full text of summarized documents. However, we do face increased competition from full text publishers, other A&I services, and Google and similar services. Today there are two types of information users: end users for whom "good enough" answers will suffice, and librarians who pay the bills and must have satisfied users. Their expectations have changed as rapidly as technology. It is important to satisfy the librarians because they decide what the end user sees and what capabilities they have.

Gotto's presentation demonstrated CSA's new service, Illumina, and showed how it has evolved into a comprehensive information service, providing links from cited references to full text and allowing export to bibliography management software platforms. Her presentation also showed how the system administrators (librarians, etc.) can control and customize the platform to their own environments. CSA Illumina can serve several types of customers, and it adds value with its flexible features. Google and the other web search engines cannot do this. Illumina is no longer just an interface; it has become a

smart platform that is adaptable, resourceful, and timely.



Scopus Development and Deployment

Niels Weertman, Elsevier

Presentation available

Scopus, the world's largest abstract and indexing database, provides access to 14,000 peer-reviewed journals from more than 4,000 international publishers. It was developed over a period of more than two years with more than 300 librarians and researchers participating in the market research. The respondents said they wanted a system that is easy to use, has the full text readily available, and can be easily integrated with other library resources.

Google has set a high benchmark for a product that is easy to use, but they are losing users because of the difficulty of wading through large results lists. Users do not want to miss significant articles, but they want to be able to skip those of lesser relevance. Scopus provides this capability. Elsevier invested in user-center design and significant market research in developing Scopus. Focus groups and on-site observations provided insight into scientists' workflows and showed how they search for information. Weertman's presentation illustrates some of the system's features that are a direct result of input from users, such as backward and forward citations, and one-click access to the full text. The market reaction to the product has been very favorable.



Session 3: Bringing It All Together

An Academic Viewpoint (What is needed and what is likely to come next?)

Donald Kraft, Professor, Louisiana State University and Editor, Journal of the American Society for Information Science & Technology (JASIST)

Presentation available

JASIST is a theoretical scholarly journal that is published for ASIST by John Wiley, a commercial publisher. Open access is a major issue facing publishers today, and *JASIST* has felt its impact. Some referees have refused to review papers submitted to *JASIST* because it is not an open access journal. Until open access arose, e-journals were seen as second-class publications, and many academics would not publish in them because of tenure credit considerations.

Academic web sites usually feature open access to the owner's publications, but they can be deficient in other ways. Some of them do not include sufficient contact information, making it difficult to get in touch with the author. Some textbooks include CD-ROMs or links to their Web sites; what are you really accessing when you use them?

Are we working on the right research problems? One issue is cross-language translation. Kraft noted that in one automatic translation system, when the phrase "the spirit is willing but the flesh is weak" was translated from English to Russian and back again, the system returned "the liquor is good but the meat is rotten"! Taxonomies are another area where more research is needed. For ex-

ample, in Louisiana, gambling is illegal, but casinos are flourishing because they are not “gambling”, they are “gaming”. Some technologies that will have a future impact are metadata, agents, the semantic Web, filtering, and digital libraries. ASIDIC people should involve academics in their meetings to stimulate fruitful cross-discussions.



The Future of Search

Jeffrey Hollowell, icrossing, Inc.

Presentation available

The early focus of search was on information retrieval, but there has been an evolution in search engines as they have become commercialized. A wide array of features has been added to search engines, launching an entire industry. Marketing has become important; user behavior is now tracked closely. There will always be competition, and the companies are capitalizing on it. Some of the technologies that will impact the future include local search, vertical search, multimedia search, and searching the invisible Web. Local search and mobile search are becoming increasingly important. The search engine companies are determining what we will see on our wireless devices. Do you really want to read a full text document on your mobile device?

Information must be optimized in documents. Are portals with abstracts the best way to provide access to the documents? How information is found determines how (or whether) it will be used.



Expert Panel

The panel was moderated by *Tom Hogan*, Information Today, with participants *Kevin Bouley* (KB), Nerac; *Tim Ingoldsby* (TI), American Institute of Physics, and *Marc Strohlein* (MS). An edited summary follows.

How have users’ expectations changed over the last several years? How have these changes affected revenues and cost structures?	
TI:	The Web was developed by physicists at CERN who had a need to collaborate over distance. This has not changed; user needs are the same. The availability of preprints has shortened the time to publication from 9-12 months to 7 weeks (for Letters journals). Journals are still there, but they must now be on the Web, which has resulted in big costs.
MS:	We need to focus on the content, not the containers (books, journals, etc.). Publishers still define themselves in terms of a medium, but they should focus on the content and develop more creative ways to process information.
Nerac offers its customers a human interface, which is expensive. Is it hard to convince customers to use and pay for this service?	
KB:	It is harder than it was 10 years ago. Mediated searching has a synergistic benefit. What has changed is the method of conveying content to the customer. People value their time and have limited experience in searching. They require a human intermediary at times, which adds value to their searching effort. We use the Web like any other database and often find that answers from the web are better than those from A&I databases.

We hear a lot about integrating information services into users' workflow. What about the physicist in the lab?		MS:	We need to start with the K-12 age group and educate them about information. The industry should pull together and send the message to schools that not all information is the same, and it varies widely in quality. People tend to treat all information as equivalent.
TI:	There are many scenarios. We have not seen a seamless integration. Many researchers still get information by using the services of a graduate student. But the students are using different methods of finding the information. They understand the literature and the need for A&I databases. Senior researchers still tend to read certain journals, mostly in print. Wikis are becoming popular with researchers as communication media.	TI:	Helping people know when "good enough" is sufficient is hard. Librarians need to get time on instructors' schedules to tell students about information.
KB:	In small to medium sized companies, the trend seems to be away from the open Web and back to peer-reviewed sources.	KB:	We use both premium content and the Web. There is no evidence that A&I databases do not fulfill user needs. Mission-critical questions use A&I databases heavily.
MS:	Structured workflow processes promote integration of information. Desktop searching is emerging.	TI:	Crossref and Scirus together almost have the same content as Inspec. Will there be a continuous viability for secondary services?
In the knowledge management area, storytelling is being promoted as a way to change people's attitudes. What stories should we be telling to convince the world that information is worth paying for?		KB:	As long as there is value in the indexes, there will be a need for A&I services. Can Microsoft replicate the human intellect? Humans will always outperform machines and allow revenues from the business model.
MS:	A Microsoft survey has shown that 2.5 days a week are being wasted because of poor communication. Storytelling will help overcome this. We need to understand what people are trying to accomplish and tell success stories about how people use information.	MS:	We are pulling back from the "no people needed" approach.
		Are primary publications in a reactive mode now?	
TI:	We use stories of how AIP has helped companies use our publishing services, and this has been very effective. It is important to educate users about the importance of information services.	MS:	Yes. They are stuck with legacy content and technology and cannot move as fast as new entrants.
KB:	It is difficult to grow your user base because people do not understand the value of information. Customer relations are important to reinforce the value proposition. We need to be in their minds when they have an information need so that they will use our services as a first resort, not last.	KB:	There are no rules for pioneers. The largest players are driven by financials and are unable to experiment or take advantage of R&D. We need disruptive technologies to change the business model and cannot rely on large companies.
		TI:	We are in the very early stages of the electronic revolution. What about digital preservation of legacy content—the content that the A&I services point to? Publishers and librarians have not faced the realities of preservation, and it will take a long time to develop solutions.

MS:	Proliferation of interfaces has made Google a huge aggregator and a single place to go for information. Google is ahead because they are a simpler alternative to traditional publishers. We need to deal with tactical issues; new workers will not be excited by today's technologies.
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Really Strategies Inc	Barry W Bealer
Sage Publications, Inc	Blaise R Simqu
TechBooks Inc	Iris L Hanney
The British Library	Anthony J Llewellyn
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Thomson Scientific	Carolyn Finn
University of Iowa Drug Information Service	Hazel H Seaba
US Dept of Energy Office of Scientific and Technical Information	Karen J Spence
US Government Printing Office	Judith Russell
US Patent & Trademark Office	Edward M Johnson
Valeo Intellectual Property	Craig A McKinnis
Vivisimo	Frank Bilotto
Wolters Kluwer, Medical Research Division	David Myers

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eContent Strategies	Jean Bedord
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Georgia Institute of Technology	Miriam A Drake
Information Sources Inc	Ruth K Koolish
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