Beyond the Book: Digital Products for a Digital World

As readers embrace the convenience and media capabilities of new electronic devices – smartphones, Kindles, iPads, and more – Wiley is providing new digital products that are transforming our role as a publisher. We are drawing on our rich base of author content to create innovative offerings and to deliver wider access to our content than ever before. Forty percent of our total business now derives from digital products, and that share is growing rapidly.

E-books, o-books, Going mobile

E-book sales are posting triple-digit growth, driven not only by the proliferation of new devices but also by the emergence of global vendors and by the increasing richness of content. By way of example, The Professional Chef, iPad Edition (based on the flagship culinary title we publish in partnership with the Culinary Institute of America) is an interactive learning resource offering slideshows, videos, and pop-up descriptions of ingredients and techniques. We have supplemented such new releases with thousands of backlist titles that are now available as e-books.

In scientific and scholarly research, journals led the way online, with a relatively simple format that allowed an easier transition than for books. Launched in 2001, Wiley’s Online Books (also known as “o-books”) program has now come into its own, with more than 10,000 titles sharing the stage with the 1,500 journals and extensive reference, laboratory protocol, and database offerings on Wiley Online Library. Online Books now account for nearly 20 percent of total book sales within our Scientific, Technical, Medical, and Scholarly business, also known as Wiley-Blackwell.

Mobile devices have emerged as an important channel for several types of content. Our portfolio of For Dummies apps extends the brand’s “Making Everything Easier” promise to a younger demographic, the new Frommer’s ShortCuts guide series puts information at travelers’ fingertips, and the Essential Evidence Plus service delivers evidence-based health care findings to providers at the point of care. The mobile channel has strong potential in the world’s emerging markets, where the rapid penetration of smartphones is allowing communities to leapfrog the use of computers for access to information.

Content in Action

Digital content can be integrated with tools and services to become part of our customers’ activities. Through an initiative called dynamic content management, we are tagging items according to discipline and type; in one such project, we are digitizing the representations of the chemical compounds in our vast store of chemistry literature, making them searchable in a way that has great value not only for academics but also for bench scientists working at pharmaceutical companies and other corporations.

Wiley has published the industry bible Architectural Graphic Standards (AGS) since its launch in 1932, and we are now preparing a “work flow solution” under the Wiley Graphic Standards brand that will provide AGS content at the point of need for architects, either embedded in the most commonly used continues »

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These new products will join established offerings such as WileyPLUS, an online teaching and learning environment that combines digital textbooks with tools and resources (more on this below), and LPI Online, the Web-based version of the market-leading Leadership Practices Inventory assessment tool, which replaces laborious print-on-paper processes with interactive features and automated scoring and report generation.

THE CAMPUS, AND BEYOND

We are serving both students and professionals looking to advance their skills in new ways through digital content delivery. In the notably price-sensitive higher education market, digital delivery also helps us to provide value. Since WileyPLUS and the products we offer through WileyFlex and Wiley Custom Select cannot be resold the way used print textbooks are, every student pays for them every semester; with the greater volume, we can set prices lower. But the most exciting thing is that developments in technology, coupled with research in learning and cognitive science, are enabling us to deliver improved teaching and learning results. Formal studies have shown that students who use WileyPLUS achieve at least a half-point improvement in their letter grades.

We are developing advanced e-learning services for professional organizations such as the American Board of Otolaryngology, which oversees certification and recertification for ENT (ear, nose, and throat) specialists. We can potentially support many of the professional and scholarly societies whose journals we publish in the same way.

For 40 years, the Wiley CPA Exam Review program has helped accountants obtain certification, first in print, then on CD, and now as a complete self-study program on an e-learning platform. The approach can be applied to other professional areas and extended to full online courses as well as mobile apps for candidates on the go.

In the global market, India presents a major opportunity to build on our strong presence with our assets in assessment, certification, test preparation, and planning across a number of fields.

THROUGH TRANSITION TO TRANSFORMATION

For nearly 200 years, Wiley was dedicated exclusively to print publishing. Over the last 12 years or so, we have developed fundamentally new ways of thinking about our products, and our businesses are making the transition from print to digital in a variety of ways. But the real opportunity lies beyond the transition, in the transformation of how we fulfill our mission of contributing to advances in knowledge and understanding around the world.
Wiley Learning Institute Launches

The recent launch of Wiley Learning Institute is tapping the combined expertise of the Wiley Faculty Network (WFN) and colleagues from Wiley’s San Francisco-based Jossey-Bass imprint to offer a premier online professional development business for higher education instructors and administrators.

Since 2001, the Wiley Faculty Network (WFN) has employed a team of well established academics to mentor instructors who have adopted Wiley products in the use of technology and educational best practices through live and virtual lectures and events as well as peer-to-peer interaction. Jossey-Bass is the leading publisher of professional literature in the field of higher and adult education, and has hosted the successful Jossey-Bass Online Teaching and Learning Conference annually for five years, joined last year by the Jossey-Bass Department Chair Leadership Institute.

We began by conducting research with over 1,500 faculty and 150 administrators across the U.S., and found a strong need for a training experience that would be instructionally sound, highly interactive, and immediately applicable. The initial offering, the Jossey-Bass Faculty Development Fall 2011 Program, ran from September through December, with a total of 36 online workshops that leveraged top speakers in the teaching and learning field for participant fees ranging from $99 to $399.

Kevin Kelly joined Wiley in June to direct this new initiative, bringing with him a doctorate in education and 12 years of experience directing the faculty development center, managing academic technology units, and teaching graduate and undergraduate classes at San Francisco State University. “Wiley Learning Institute is well-positioned to bridge existing gaps in professional development,” he says. “We want to partner with campus faculty development centers both to support and to leverage their local expertise. In cases where centers have closed due to budget cuts, our program may allow those campuses to continue helping faculty until they reopen.”

Down the road, the Wiley Learning Institute team plans to host community and best practice sites and offer certification that lecturers and adjunct professors can cite on their résumés. The Spring 2012 Program will include more than 35 events and extend to additional disciplines such as business; on the horizon is the exciting possibility of collaboration with some of the more than 750 professional and scholarly societies with which Wiley-Blackwell, our scientific, technical, medical, and scholarly publishing business, partners.
Six Wiley Authors among 2011 Nobel Laureates

Six Wiley authors have joined the ranks of Nobel laureates. The 2011 Nobel Prize in Physiology or Medicine was awarded to the late Professor Ralph M. Steinman of The Rockefeller University in New York for his discovery of the dendritic cell and its role in adaptive immunity and to Professor Bruce A. Beutler of the Scripps Research Institute in La Jolla, California, and Dr. Jules A. Hoffmann of the University of Strasbourg, France, for their discoveries concerning the activation of innate immunity. The 2011 Nobel Prize in Physics was awarded to Professor Saul Perlmutter of the Lawrence Berkeley National Laboratory and University of California, Berkeley, Professor Brian P. Schmidt of the Australian National University, Weston Creek, and Professor Adam G. Riess of Johns Hopkins University and Space Telescope Science Institute, Baltimore, for their discovery of the accelerating expansion of the universe through observations of distant supernovae. Wiley has published the work of more than 450 Nobel laureates, in all fields.

WILEY-BLACKWELL SITE A NEW RESOURCE FOR SOCIETIES

On December 1, Wiley-Blackwell, Wiley’s scientific, technical, medical, and scholarly publishing business, launched a new Web site for scholarly and professional societies – societypublishing.wiley.com, a one-stop-shop bringing busy society executives, journal editors, and others information about Wiley-Blackwell services from basic publishing to membership management, global audience extension, and innovative digital solutions. There are useful links and articles, testimonials, and discounts on Wiley events and publications, and we are especially proud to feature some of the great books, Web sites, and events for non-profit and association leaders from our Jossey-Bass imprint.

We have created a twitter account (@wbsocieties) to complement the site, and will soon set up Facebook and LinkedIn pages so that we can engage more closely – and quickly – with our society partners and other individuals and organizations involved in scholarly communications.

More developments are planned for the months ahead, including additional information about book publishing for associations, a new policy resource area, and details of new research on scholarly publishing and other issues of interest to associations.

We welcome your feedback on our new society publishing Web site. If you have any questions or suggestions for future content, please email societypublishing@wiley.com.
WILEY VP AND PUBLISHER AN AUTHOR, TOO

Having come up through the publishing ranks as a scientific copy editor and book acquisitions editor, Sean Pidgeon, now Vice President and Publisher in Wiley’s Life Sciences group, has some familiarity with how technical books are made and sold. But with the upcoming release of his novel *The Road to Camlann*, he is poised to enter an entirely different publishing world.

Camlann is the site of the legendary King Arthur’s final battle, and Sean’s book tells a modern-day story in which the characters explore the historical basis of the Arthurian myth in a novel way. “The idea for the book crystallized one day in 1995, on a long drive across the south of England,” he says. “In the early 1990s, there was a spate of popular historical books offering competing theories on who the ‘real’ King Arthur was. I didn’t find any of them credible.” The first widely read account of Arthur, by the twelfth-century churchman Geoffrey of Monmouth, claimed to draw on a “certain very ancient book written in the British language,” which most historians have dismissed as a figment of Geoffrey’s imagination. “It was intriguing to me to imagine that such a book might have existed, and perhaps survived into modern times. What might it tell us about the historical Arthur?”

Although Sean’s university education was in physics, his interest in history and myth is deeply grounded. “I grew up in southern England, not too far from several sites that have long-standing Arthurian associations, such as Cadbury Castle and Solsbury Hill,” he says. “There’s an extraordinarily powerful sense of place at such sites, a depth of human experience in the landscape.”

Sean worked on *The Road to Camlann* for 15 years through numerous drafts, writing during the commute to and from South Orange, New Jersey, and on occasional child-free weekends at home. A chance meeting with literary agent Tina Bennett, whose clients include Malcolm Gladwell and Laura Hillenbrand, led to further refinement of the manuscript, and, ultimately, to agreements with W. W. Norton & Company, in the U.S., and HarperCollins Canada, with publication scheduled for fall 2012.

“We submitted the book to several publishing houses, and it was quite the roller-coaster,” says Sean. “On the day I went to visit Norton, Starling Lawrence, the U.S. editor of Patrick O’Brian [Master and Commander], who had been good enough to read my manuscript, stopped by my editor’s office. ‘You ruined my weekend,’ he said; ‘my wife and I were fighting over it!’ That’s a moment I will always treasure.”

Sean Pidgeon at Arthur’s Stone in Herefordshire, England
New Open Access Agreements Signed

Wiley-Blackwell, Wiley’s scientific, technical, medical, and scholarly publishing business, has signed open access funding agreements with three European research organizations: the Max Planck Society in Germany, the FWF Austrian Science Fund, and Telethon, one of the largest biomedical non-profit organizations in Italy. The agreements provide active financial support and a streamlined process for authors to ensure open access to their published research in Wiley-Blackwell journals. Wiley-Blackwell has introduced a range of new payment options to enable academic and research institutions, funders, societies, and corporations to actively support their researchers and members who wish to publish under open access in the new Wiley Open Access journals and in Wiley-Blackwell journals with Online Open.

Crain’s New York Business (October 17, 2011) has listed Wiley as one of the New York area’s 100 fastest-growing public companies, ranking 89th based on revenue growth, net income growth, and share price appreciation.

Wiley-Blackwell, Wiley’s scientific, technical, medical, and scholarly publishing business, has launched an online recruitment tool, the Wiley Job Network, featuring job opportunities from a wide range of industries in the private and public sectors.

The Wiley Job Network is made up of 11 specialized career sites: Science and Technology, Business and Finance, Health Care (with separate niche sites for Doctors, Nursing, Psychology, Pharmaceutical, Veterinary, and Allied Health), Academic, and Graduate.

Employers who advertise jobs on the site – www.wileyjobnetwork.com – reach the 10 million monthly users of Wiley Online Library’s products and services, a rich pool of highly educated, highly qualified professionals and specialists.

The Wiley Job Network is being rolled out in phases and will in time include additional niche sites in other specialties served by Wiley Online Library, as well as the ability to deliver society-branded affiliate sites targeted at even more specific audiences, such as Hospital Medicine or OB/GYN Nursing.
APEC Science Prize Awarded, Wiley and Elsevier Sponsors

Wiley and Elsevier were the joint sponsors of the inaugural APEC Science Prize for Innovation, Research and Education (the ASPIRE Prize), awarded on September 13, 2011, to Dr. Ali Javey, an Associate Professor at the University of California, Berkeley, and the Co-Director of the Berkeley Sensor and Actuator Center. The prize, which comes with a cash award of $25,000, was created to recognize young scientists who have demonstrated a commitment to both excellence in scientific research, as evidenced by scholarly publication, and cooperation with scientists from other Asia-Pacific Economic Cooperation (APEC) member economies.

Dr. Javey, who was selected from a pool of 11 contenders, was chosen for his innovative research on how nanomaterials drive a new generation of solar energy technology. U.S. Secretary of Energy Steven Chu, a 1997 winner of the Nobel Prize for Physics, conferred the honor at the APEC Transportation and Energy Ministerial Conference in San Francisco.

APEC facilitates economic growth, cooperation, trade, and investment in the Asia-Pacific region through the advancement of innovative R&D and technologies, knowledge sharing, enhanced international science and technology networks, and improved linkages between research and innovation. APEC’s 21 member economies account for approximately 41 percent of the world’s population, 54 percent of world GDP, and 44 percent of world trade.

The year 2011 marked the first time since 1993 that the U.S. hosted APEC. As the host, the U.S. selected the theme of “green growth” to guide nominations for the ASPIRE Prize, building on APEC’s efforts to promote environmentally sustainable economic growth and development and help our economies successfully transition to a clean energy future.
WILEY AUSTRALIA BIDS FAREWELL TO AUTHOR JOHN HOGGETT

Retiring after 30 years of writing market-leading accounting textbooks, John Hoggett was honored on September 22 at a farewell dinner hosted by Lucy Russell, General Manager, and Darren Taylor, Executive Publisher, of Wiley Australia Higher Education in Perth, Western Australia. Also attending were longtime Wiley authors Professor Ken Leo, Jennie Radford, and John Medlin, and recently signed authors Matthew Tilling and Evelyn Hogg, who will continue to develop new editions for the next generation of accounting students.

In 1983, Wiley Australia published the first edition of Hoggett and Edwards, an Australian adaptation of the U.S. textbook Principles of Accounting by Helmkamp, Indieke, and Smith. The book went on to become the leading introductory accounting textbook, and Hoggett and Edwards, the original authors, and Wiley became synonymous with accounting education in Australia. In October 2011, Wiley Australia published Hoggett et al./Accounting, 8th Edition, and Leo and Hoggett et al./Company Accounting, 9th Edition, which have had combined sales of over 500,000 copies through all editions. Over the past 30 years these textbooks have encapsulated the evolution in publishing systems, typesetting, and design, and now, more than ever through our WileyPLUS online environment, will help a new generation of teachers teach and students learn.

British Academy – Wiley Prize in Economics Established

WILEY-BLACKWELL Wiley-Blackwell, Wiley’s scientific, technical, medical, and scholarly publishing business, has joined with the British Academy to create a major new prize for an outstanding contribution to economics. The new British Academy – Wiley Prize in Economics, worth £5,000, will be awarded annually, beginning in 2012, in recognition of excellence in economics, including economic history, by an early-career researcher.
Dr. Sherwin Carlquist, a botanist and photographer with a distinguished teaching career who served most recently as Adjunct Professor of Biological Sciences, University of California at Santa Barbara (1993-1998), has received the 2011 Grady L. Webster Structural Botany Publication Award for his 2009 paper “Xylem heterochrony: an unappreciated key to angiosperm origin and diversifications.” The paper appeared in Botanical Journal of the Linnean Society, a joint publication of the Society and Wiley-Blackwell. The award is the Botanical Society of America (BSA) component of the Grady L. Webster Award, a rotating award presented by the American Society of Plant Taxonomists and the BSA in alternating years.

Dr. Charbel Farhat, Vivian Church Hoff Professor of the Department of Aeronautics and Astronautics, Stanford University, and Director of the Army High Performance Computing Research Center, has received the medal of Chevalier dans l’Ordre des Palmes Academiques from the Prime Minister of France. The Ordre des Palmes Academiques was originated by Napoleon to honor eminent members of the University of Paris. Dr. Farhat is Editor of the Wiley journals International Journal for Numerical Methods in Fluids and International Journal for Numerical Methods in Engineering.

Dr. Richard J. Jackson (left), Professor and Chair, Department of Environmental Health Sciences, School of Public Health, University of California, Los Angeles, and Dr. David Vlahov, Dean and Endowed Professor in Nursing Education, School of Nursing, University of California, San Francisco, have been elected to the Institutes of Medicine (IOM). Election to the IOM is considered one of the highest honors in the fields of health and medicine and recognizes individuals who have demonstrated outstanding professional achievement and commitment to service. Dr. Jackson and Dr. Vlahov are both authors in the Jossey-Bass Public Health series; Dr. Jackson is the author (with Stacy Sinclair) of Designing Healthy Communities, and Dr. Vlahov is a coeditor of Urban Health: Global Perspectives.
Professor James Mansell, Emeritus Professor of Learning Disability, Tizard Centre, University of Kent, and Professor in the School of Social Work and Social Policy at La Trobe University, Melbourne, and Professor Eileen Munro, Professor of Social Policy, London School of Economics, both Wiley-Blackwell journal editorial board members, have been honored as Commanders of the Order of the British Empire (CBE) in the New Year Honours List 2012. Professor Mansell, cited for services to people with intellectual disabilities, is on the editorial board of the Journal of Applied Research in Intellectual Disabilities, and Consulting Editor for the Journal of Policy and Practice in Intellectual Disabilities. Professor Munro, cited for services to children and families, is on the editorial board of Child Abuse Review.

David Shires of Pira International, Surrey, U.K., has been appointed to the position of Honorary Professor of the Beijing Institute of Graphic Communication. The honor was bestowed by Professor Wencai Xu, Director of the Institute of Printing and Packaging Technology and Assistant President of the Beijing Institute of Graphic Communication. Mr. Shires is Editor of the Wiley journal Packaging Technology and Science.

Dr. David G. Stork, Distinguished Research Scientist and Research Director at Rambus Labs, was elected a 2012 Fellow of SPIE, the international society for optics and photonics. SPIE Fellows are members of distinction who have made significant technical and scientific contributions in optics and optoelectronics. Dr. Stork is coauthor of the Wiley books Pattern Classification, 2nd Edition, Seeing the Light, and the forthcoming Pixels and Paintings.

Michael Wallace, a frequent writer for Significance, a quarterly magazine published by Wiley on behalf of the Royal Statistical Society, has been awarded the runner-up prize for the Max Perutz Science Writing Award 2011, sponsored by the Medical Research Council and named after the Nobel prize-winning scientist Dr. Max Perutz. Mr. Wallace’s winning essay, “Making Statistical Sense of an Imperfect World,” was published in The Guardian.
Endgame: The End of the Debt SuperCycle and How It Changes Everything, by John Mauldin and Jonathan Tepper, and Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity, by Josh Linkner, have been chosen for the Amazon Best Books of 2011 list in the Business & Investing category.

UNESCO (the United Nations Educational, Scientific, and Cultural Organization) has granted official patronage to the Wiley-VCH book The Chemical Element: Chemistry’s Contribution to Our Global Future, edited by Javier Garcia-Martinez and Elena Serrano-Torregrosa of the University of Alicante, Spain, in which leading scientists present their views on how chemistry can address such global challenges as economic sustainability, food production, water supply, global health, energy, and climate change. The book was cited for supporting the objectives of the International Year of Chemistry through its promotion of a better appreciation and understanding of chemistry among the public and young people, and for its focus on critical areas addressed by the United Nations Millennium Development Goals. UNESCO patronage includes authorization to use the UNESCO International Year of Chemistry logo together with the text “Under the patronage of” on the book’s back cover.

The Jacaranda myWorld Atlas has been named Overall Joint Winner and Winner, Best Digital Student Learning Resource, Junior Secondary Category, at the Australian Educational Publishing Awards. The prestigious awards are given by the Australian Publishers Association. The Jacaranda myWorld digital atlas presents students with an image of a globe that becomes their personalized online environment for exploring, testing their geographic skills and gaining instant feedback, and creating their own case studies. Click on the image below to view a short video of the Atlas.
Ten Wiley titles were honored at the British Medical Association’s Medical Book Awards in London on September 14:

*Variant Haemoglobins: A Guide to Identification*, by Barbara Bain, Barbara J. Wild, Adrian D. Stephens, and Lorraine A. Phelan, won the BMA Illustrated Book Award and was Highly Commended in the Internal Medicine category.

*Cardiology: Clinical Cases Uncovered*, by Tim Betts, Jeremy Dwight, and Sacha Bull, won First Prize in the Cardiology category.

The following books were Highly Commended in their respective categories:

- **Clinical Anatomy: Applied Anatomy for Students and Junior Doctors, 12th Edition**, by Harold Ellis and Vishy Mahadevan – Basic and Clinical Sciences
- **Essential Biochemistry for Medicine**, by Mitchell Fry – Basic and Clinical Sciences
- **Targeting Protein Kinases for Cancer Therapy**, by David J. Matthews and Mary E. Gerritsen – Oncology
- Two Wiley books have been honored in their translations:

  The German translation of the Wiley/Culinary Institute of America (CIA) book *Frozen Desserts*, by Francisco J. Migoya (published by Matthaes Verlag), has won a Gold Medal from GAD (Gastronomische Akademie Deutschlands), a prestigious association of catering and culinary professionals whose mission is to promote education in those industries.

  The German translation of *How an Economy Grows and Why It Crashes*, by Peter D. Schiff and Andrew J. Schiff (published by Boersenmedien), has won the prestigious CORINE International Book Prize 2011 in the business book category. The award, covering all book categories, is given annually in Munich by the Bavarian chapter of the Börsenverein, the German Publishers Association, for excellence in writing and success in the German market.
Dr. Graham F. Carey passed away on September 16, 2011, at the age of 66. Earning his Bachelor of Science degree in applied mathematics from the University of Queensland, Australia, in 1966, Dr. Carey joined The Boeing Company in 1968 and worked on projects including the development of the Boeing 747 and the Lunar Rover. After completing his master’s degree at the University of Washington, he left Boeing to pursue his Ph.D. in Aeronautics and Astronautics, awarded in 1974. In 1977, he joined The University of Texas at Austin, where he served for 34 years until his death, his research and teaching activities focusing primarily on techniques in computational mechanics, particularly finite element methods and supercomputing. A fellow of the International Association of Computational Mechanics, Dr. Carey received several prestigious awards, published more than 250 papers in refereed journals, and authored or co-authored 10 books. He was Editor of the Wiley book *Finite Element Modeling of Environmental Problems: Surface and Subsurface Flow and Transport* (1995), a Founding Editor of the Wiley journal *Communications in Numerical Methods in Engineering* (now *International Journal for Numerical Methods in Biomedical Engineering*), and a longtime Editorial Board member of the *International Journal for Numerical Methods in Engineering* and the *International Journal for Numerical Methods in Fluids*, both also published by Wiley.

Dr. Wilson H. Tang passed away on January 5, 2012, following a long illness. He was 68. Born in Hong Kong, Dr. Tang earned his bachelor's and master's degrees in civil engineering from the Massachusetts Institute of Technology, and his doctorate, also in civil engineering, from Stanford University. After teaching at the University of Illinois at Urbana-Champaign for 27 years, he joined the Hong Kong University of Science and Technology as Chair Professor and Head of the Department of Civil Engineering in 1996; under his leadership, the department evolved into one of the best in Asia. Dr. Tang made significant contributions in the areas of safety and reliability analysis in civil engineering, and led the profession in pioneering and promoting the use of reliability based methods for risk mitigation and design in various areas, particularly geotechnical engineering. He received numerous awards and honors, and in 2009, the year of his retirement, a prestigious keynote lecture of the serial conferences of the International Symposium on Geotechnical Safety and Risk was inaugurated in his name. He was the author of more than 250 technical publications and coauthor (with Dr. Alfredo H-S. Ang) of the Wiley book *Probability Concepts in Engineering: Emphasis on Applications to Civil and Environmental Engineering*, 2nd Edition, translated into five languages with a Chinese translation now in preparation.