Editorial: Selling Our Content to the International Community

In the second issue of the 2005 Malaysian Dental Journal editorial, I have promised to look into the possibility of indexing the Malaysian Dental Journal.

Well, in a way, we are getting back to the world community, though not directly via indexing, but through partnership in selling our content. And for all this to happen, I must first thank YBhg Professor Dato' Dr. Ishak Abdul Razak, an active member of the Malaysian Dental Association (MDA) who first set up a communication for me with Ms Heather Rahhal of the EBSCO Publishing. We are now in the midst of signing a contract with this publishing company, who will under take to sell the content of the Malaysian Dental Journal. Let me tell you a little bit more about our partner.

Established in 1984, and headquartered in Ipswich, Massachusetts, EBSCO Publishing (EP) is a subsidiary of EBSCO Industries. EBSCO Publishing is chartered with delivering full-text and bibliographic research databases to the school, public, academic, medical, corporate and government library marketplace.

EBSCO Publishing currently licenses the full text content of over 8,000 well-known periodicals and databases. They license content from thousands of well-known publications including: Fortune, National Geographic, Newsweek, the New Yorker, the Washington Post, Time, Atlantic Monthly, the Harvard Business Review, Business Week, U.S. News & World Report, Vanity Fair, and Consumer Reports. Of course, it would be nice for the Malaysian Dental Journal to eventually rank similar to these high impact publications.

The primary benefit for the Malaysian Dental Association for working with EBSCO Publishing is the greatly increased American and international exposure. Their research database products are installed in close to 90% of the public and academic libraries in the United States and Canada. EP also has excellent penetration in Western Europe, and, due to an exclusive arrangement with a philanthropic organisation, their products are installed in every college, university and public library in the following countries: Albania, Armenia, Azerbaijan, Bangladesh, Belarus, Bosnia Herzegovina, Botswana, Bulgaria, Czech Republic, Estonia, Finland, Georgia, Ghana, Guatemala, Haiti, Kazakhstan, Kenya, Latvia, Lithuania, Macedonia, Malawi, Moldova, Mongolia, Mozambique, Namibia, Nigeria, Poland, Russia, Serbia, Slovakia, Slovenia, South Africa, Sri Lanka, Sweden, Tanzania, Uganda, Ukraine, Uzbekistan, Zambia, Zimbabwe. In Asia-Pacific, EBSCO Publishing has an active sales force, with strong and growing product penetration in the libraries of Australia, New Zealand, Japan, China, Hong Kong, S. Korea, Taiwan, and the Philippines. This means the Malaysian Dental Journal will be made available to all these corners of the world.

The Malaysian Dental Association signed a standard, non-exclusive agreement that will not prevent it in any way from working with other companies like EP, or from distributing full-text via the Web or other electronic channels. Hence, members will still be able to access to the Malaysian Dental Journal when it is eventually uploaded to the MDA webpage.

Thank you.

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Malaysian Dental Journal