



the <little> book of
<BIG> VALUE



FOR MORE INFORMATION

To find out more about Thomson Scientific and *ISI Web of Knowledge*,
or to request a free trial of any of our products and services, please contact a
Thomson Scientific account representative at the office nearest you.

Or visit us at www.isiwebofknowledge.com

For complete contact information, go to:

www.scientific.thomson.com/contactus



www.scientific.thomson.com



We <Deliver> VALUE

Real value can be demonstrated clearly — through the experience of users and the evidence at hand.

The evidence shows that *ISI Web of Knowledge*SM clearly provides the best research value available today — with a proven track record of high quality, objective data, accessible via sophisticated search tools and capabilities.

And the experience of your colleagues worldwide shows that they are reaping the benefits of this intuitive, integrated research platform.

Let us show you the value of *ISI Web of Knowledge*.

"What makes *ISI Web of Knowledge* stand out from the crowd is the synergy created through the most powerful system of cited references that links millions of scholarly papers ... Add to (or rather integrate with) these the most widely used commercial indexing/abstracting databases and you have a powerhouse of scholarly information."

Peter Jasco, Peter's Digital Reference Shelf



We <Build> A FOUNDATION

CONTENT IS THE CORNERSTONE

Selective. Unbiased. Time tested. The Thomson Scientific journal evaluation process is unique, thorough, and designed to conserve your institution's resources and researchers' time — by delivering only the most influential, relevant and highly cited journal information available.

From over 43,000 scholarly journals in print worldwide and a rapidly growing number of open access and electronic journals, Thomson Scientific editorial experts have carefully selected for inclusion in the Thomson Scientific database:

- 8,700 of the most significant publications covering the sciences, social sciences, and arts and humanities
- 23 million patents
- 12,000 conference proceedings yearly
- 4,100 Web sites
- 5,000 books
- Two million chemical structures

RECENT STUDIES SHOW...

...that a continually shifting core of approximately 2,000 journals represents about 85% of published articles and 95% of highly cited articles.¹

¹ James Testa, Director, Editorial Development,
The ISI Database: The Journal Selection Process, January 2004



We <Dig> DEEPER

HELPING RESEARCHERS FIND THE ANSWERS THEY SEEK

ISI Web of Knowledge provides a breadth and depth of information that supports the varied needs of researchers worldwide:

- Over 100 years of backfiles within *Web of Science*® let researchers dig deep, accessing the layers of influential research that precede their own.
- Multidisciplinary, multi-publisher content lets them dig wide — with over 230 disciplines thoroughly covered.
- Specialized coverage from both Thomson Scientific and our information partners enables focused, detailed research in key disciplines within the life sciences, engineering, psychology, agriculture, and the food sciences.

EXPLORE 100 YEARS OF GROUNDBREAKING RESEARCH

Now researchers can find the original 1905 article by Albert Einstein, *Generation and Conversion of Light with Regard to a Heuristic Point of View (Annalen der Physik)*, and trace the influence this paper has had on photoelectric effects, as well as physics in general.

"The database saves our researchers time and frustration. Often they need to find records that date before the 1960s. *Web of Science* (via *ISI Web of Knowledge*) helps them do just that."

Louis Houle, Director of the Schulich Library
of Science and Engineering, McGill University

We <Deliver> UNMATCHED QUALITY



OBJECTIVE STANDARDS ENSURE HIGH QUALITY CONTENT

Impact, influence, timeliness, peer review, global and regional representation — these are the standards which determine whether a journal is included within the Thomson Scientific database.

These are the standards which assure researchers of superior search results that cannot be matched by a free search engine or a less selective database.

Over 2,000 additional print and electronic publications are systematically reviewed each year, with editorial experts selecting only 10-12% for inclusion. Those publications are then continuously monitored to ensure they still maintain the high quality standards and relevance that earned them a place initially.

Jan Cambre, Head Science Librarian, University of South Carolina is confident that Thomson will continue to include only the information most useful to her and her research clients: "I like things that are scholarly, not newsy. All that stuff I can find in other databases. I know Thomson Scientific selects the best journals."



We <Create> IMPACT

RESEARCHERS RELY ON ISI WEB OF KNOWLEDGE DATA

- Over 3,200 institutions in 74 countries have chosen *ISI Web of Knowledge* as an essential information resource.
- Over 100,000 users access *ISI Web of Knowledge* daily!

IMPACT FACTOR: AN INTERNATIONAL METRIC

Information professionals worldwide have long acknowledged citation data and impact factor as crucial benchmarks for quality. These measurements of excellence are used to determine research output and make crucial departmental and staffing decisions.

Why are these measurements trusted and relied upon?
Because they supply objective, quantitative, easily comparable data:

- **Researchers** choose which journals to publish in
- **Librarians** select the optimal journals for their collections
- **Publishers** track the performance of their journals against others in similar disciplines
- **Students** perform more focused searches, from reliable, scholarly sources



We <Make> CONNECTIONS

PERFORM A TRUE MULTIDISCIPLINARY SEARCH...

- Performing a search on "genetically modified foods" will result in records from the broad journal literature of *Web of Science* and *Current Contents Connect*[®]; the specialized journal content in CAB Abstracts[®], PsycINFO[®], FSTA - Food Science and Technology Abstracts[®], and MEDLINE[®]; the conference proceedings within *ISI Proceedings*SM; and the patent data of *Derwent Innovations Index*SM.

PROVIDING INFORMATION. AND THE TOOLS TO USE IT.

ISI Web of Knowledge provides researchers with essential, seamless connections that help users get the most out of their search experiences. Highly accessible, integrated navigational capabilities encourage users to explore, follow the links, and discover additional relevant data. These valuable connections include:

- **Cited reference searching**, the powerful capability that enables searching through time and across disciplines
- **Related Records**[®], an exclusive Thomson Scientific feature that links and displays all articles within an index that have cited references in common, and allows researchers to discover "hidden" relationships between seemingly unrelated articles
- **Cross searching**, which allows simultaneous searching of resources from Thomson Scientific, our information partners, freely available external collections, and an institution's proprietary collections
- **Centralized marked list management**, a convenient feature that enables users to view and manage all marked records in all databases from a single point
- **Full-text linking**, which enables researchers to directly access the full text of articles from over 300 publishers

"I've found the *Web of Science* (via *ISI Web of Knowledge*) interface easily accessible, simple and straightforward. It's easy to link to full text and to perform searches that cross disciplines."

Peggy Dominy, Information Services Librarian for Sciences,
Drexel University, Philadelphia, PA



We <Widen> YOUR VIEW

SOME SEE MERELY A BUNCH OF TREES

Others see an integrated, multifaceted environment.

ISI Web of Knowledge helps researchers consider the overall picture — trends and patterns that aren't immediately apparent, yet are vital to the total research picture.

- The **Analyze** tool allows users to refine their searches by grouping results by publication year, institution, language, subject category, and more.
- **Essential Science Indicators** SM enables researchers to conduct ongoing, quantitative analyses of research performance, identify key scientific findings, and track trends in science. Users can analyze and rank research performance of top countries, journals, scientists, institutions and companies by field of research.
- **Journal Citation Reports** [®] presents quantifiable statistical data that provides a systematic, objective way to evaluate the world's leading journals and their impact and influence in the global research community. *JCR* [®] is the only journal evaluation resource that provides statistical information based on citation data.



We <Facilitate> **DISCOVERY**

EASY ACCESS TO THE SEARCH METHOD THAT WORKS BEST FOR EACH USER

From Quick Search to Cross Search and Advanced Search, *ISI Web of Knowledge* offers a consistent, clear, intuitive interface for users at every level.

Refine searches to target precisely the information required

By combining two different searches and using AND/OR/NOT operators, users can refine their results to target as much — or as little — information as they need.

More searchable detail

Thomson Scientific provides specialized, hosted content with powerful and unique search capabilities, including taxonomic data, MeSH codes, CAS Registry Numbers, Major Concepts, and more! Users at every level can make use of these powerful controlled-indexing features within INSPEC®, BIOSIS Previews®, PsycINFO®, and others.

"WITHOUT THE UPGRADED WEB OF SCIENCE, SUCH ANALYSIS COULD NOT BE DONE."

That's what Dr. Karel Hruska, Professor, Veterinary Research Institute, Czech Republic, has to say about how the search tools in *Web of Science* via *ISI Web of Knowledge* impacted his research on the relationship between *Mycobacterium avium* subsp. *paratuberculosis* (MAP) and Crohn's Disease.

Dr. Hruska first compiled important data by searching for articles with the phrase "PARATUBERCULOSIS AND CROHN*". Then, he used the Analyze Tool to quickly group the results, analyze the published papers, and identify veterinary research trends.

The result was Dr. Hruska's "analysis of publications" paper in the August 2004 edition of *Veterinarni Medicina*. In his paper, he determined that the number of papers linking MAP and Crohn's Disease is increasing, and inferred that the bacterium is increasingly suspected of having involvement in Crohn's Disease. Because the disease affects cattle and other ruminants, such research impacts all aspects of the dairy and beef markets — from farmers to consumers.



We <Ensure> **ACCURACY**

CREATING A TRULY ACCURATE, SEARCHABLE AND BROWSABLE CITED REFERENCE INDEX

Thomson Scientific makes sure that the information researchers receive is accurate, reliable, and without redundancies. A series of computer algorithms and human editorial checks spots potential errors, standardizes the look of data and optimizes retrievability.

For instance, bibliographic data sometimes arrives at our indexing facilities with incorrect or missing citations. Other available services may miss these verified cited references — but not Thomson Scientific. The Thomson Scientific Authority File ensures the capture of as many correct citations as possible, by identifying and unifying inaccurately cited references and presenting them in a correct, standardized reference format.

"Web of Science (on ISI Web of Knowledge) owns the market when it comes to citation indexing."

Beth Juhl, Electronic Collections Librarian,
University of Arkansas Library

We <Seek> FEEDBACK



"The Thomson scientific solutions are very precise and accurate.
The information is presented in a very organized way that is easy to use.
The quality of what is on the *Web of Science* is excellent, and the historical depth of the database is also excellent."

Minho So, Korean Advanced Institute
of Science and Technology

IN PARTNERSHIP WITH THE GLOBAL RESEARCH COMMUNITY

Development. Implementation. Refinement. Through every step of product creation and upgrade, Thomson Scientific turns to our customers for guidance and feedback. More than a dozen institutions help us develop new products; regular global satisfaction surveys, user groups and discussion panels play a major role in directing our frequent product upgrades.

The result? Here's what some of our customers have to say:

"Thomson Scientific business is very responsive whenever we request things.
(They are) so good at anticipating our needs."

Jan Cambre, Head Science Librarian,
University of South Carolina

"I think that (Thomson Scientific) focuses on the customer. It's obvious from the new *Web of Science* that there are a number of different features that were added as a result of people asking for them. So it's obvious that you're listening to people who are using the product and trying to add those features on when it is possible."

Dolores Zegar Judkins, MLS, Head,
Research & Reference Dept., Oregon Health & Science University

When asked what he likes most about *ISI Web of Knowledge*, Manel Ibanez from Universitat de Barcelona replied, "The interaction between the different databases, which not only makes access to several resources simultaneously easier and more fluent, but also the databases add value to one another."



We <Test> ASSUMPTIONS

THINGS ARE NOT ALWAYS AS THEY SEEM

At Thomson Scientific, we take a closer look...and recognize novel uses and new opportunities for seemingly established resources:

- Open Access data enhances our users' journal coverage
- *Century of Science*™ takes *Web of Science* backfile coverage all the way back to 1900
- The Analyze tool gives researchers easy access to crucial perspectives and trends
- Our partnerships with today's leading scientific information companies give our customers access to a unique combination of premier content and capabilities through hosted content on the *ISI Web of Knowledge* platform

Thomson Scientific doesn't simply go for the easy claims of quantity. Instead, we strive for the more significant accomplishments of quality — and immediacy. Our faster development cycle lets us make these enhancements to our resources continually throughout each calendar year. These incremental, frequent upgrades enable us to provide users with the innovative and sophisticated content, tools and technology that today's research world demands.



We <See> POSSIBILITIES

IT STARTED WITH A SINGLE IDEA – and a man who could see the possibilities of this idea. In 1955, Dr. Eugene Garfield revolutionized scientific research with his concept of citation indexing and searching.

Dr. Garfield's emphasis was on finding the highest quality material and delivering it in a format that was useful, clear and effective. He found out what librarians and researchers needed — and delivered products that met their needs in ways that were unique and innovative.

Almost 50 years later, much has changed in the information industry, but quality of content and customer input remain our top priorities. Thomson Scientific remains a leader in the information industry — providing a strong foundation of quality and enabling a future of continued innovation.

Often imitated. Never duplicated. ISI Web of Knowledge.

IMPACT

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DEEPER

CONNECTIONS

DISCOVERY

YOUR VIEW

FEEDBACK

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VALUE

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