

Editorial

Journal Of Pharmacy & Pharmaceutical Sciences: A Medium Of Scientific Communication For The 21st Century

Editorial staff and the Editorial Advisory Board of the *Journal of Pharmacy & Pharmaceutical Sciences* are proud to present the premier issue of the Journal. The Journal is a peer-reviewed, broad-spectrum and subscription-free publication distributed via the World Wide Web. JPPS is rapid, readily available and inexpensive to produce. It is a multimedia publication with the capability for text, illustrations, sound and video presentation.

The Journal is dedicated to the publication of high quality peer-reviewed original research articles, reviews, news and views. Since the Journal is not circulated in paper format, the editorial office is not under pressure to produce issues with a certain number of articles for distribution. Hence, only high quality articles will be accepted. To ensure rapid publication, articles will appear as soon as they are accepted but the issue will close at the end of the specified period. Our aim for 1998 is three issues with closing dates of April 30, August 31, and December 31.

The cost of production of JPPS will be substantially less than that of conventional Journals since there will be neither hard copies to produce nor postage cost to bear. Our intention is to provide the Journal with no subscription charge to all interested individuals, schools and libraries around the world. Presently, the publication cost of JPPS is absorbed by the Canadian Society for Pharmaceutical Sciences.

The Journal can readily function as a broad-spectrum pharmaceutical sciences publication. The nature of this novel method of distribution will assist the reader in selecting only the topics of interest without being expected to bear the cost of unrelated articles.

With the wide spread use of the internet, JPPS will always be available on the desk of anyone, anywhere across the world, who uses the web. Searching for items of interest is conveniently possible using the

index supplied with all issues of JPPS. In addition, use of the net 'Search' function incorporated in the internet browsers can be used to locate pertinent articles. The Journal's articles, therefore, will become the top choice of most scientists. This will increase the citation of the articles and will render the article a favorable choice for learning at various levels. We anticipate our review articles to be used as instructional material for various courses due to their accessibility.

The Journal will be available in both HTML and PDF formats. HTML format appears with a better quality for viewing on computer monitors. Its appearance, however, varies depending on the computer used. PDF format, on the other hand, maintains its original look and layout on all types of computers. Article page numbers, therefore, are those of the PDF document. Additionally, hard copies of the PDF files appear in a better quality than those of the HTML versions.

It is true that some of our colleagues are still uncomfortable with the idea of electronic medium. Let me suggest, however, that with time, we will all accept the electronic mode of communication as a necessity rather than a luxury.

The greatest challenge of the editorial staff of JPPS is to attract high quality and interesting articles. This challenge will become less of an issue with time since we are counting on the enthusiastic support of the pharmaceutical scientists community around the globe. Your support, in the form of a submission of a manuscript of original research data, reviews, news and views, is essential for the success of this progressive venture.

Fakhreddin Jamali,
Editor