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## CHAPTER 4

### Branches in Europe

#### DARMSTADT · STEINKOPFF



217 The signet of the Dr. Dietrich Steinkopff-Verlag in Darmstadt.

In 1898, Theodor Steinkopff (1870–1955) founded the publishing company Steinkopff & Springer with a partner in Dresden. There was not even a distant relationship with the Springer family. He then founded his own company on January 1, 1908; the goal was the same as it is today: the cultivation of literature in the natural sciences and medicine. Following the Second World War, his son Dietrich (1901–1970) attempted to maintain contacts with the West and to develop them further, by establishing a branch first in Frankfurt-Griesheim (1945) and then from 1950 on in Darmstadt, at Saalbaustrasse 12. From Darmstadt he was able to continue his relationship with the *Deutsche Gesellschaft für Herz- und Kreislaufforschung* (German Society for Heart and Circulation Research), whose annual meeting reports are still among the company's outstanding scientific publications, along with the *Zeitschrift für Kardiologie*, founded in 1909 by M. Herz. In the context of Steinkopff's emphasis on physical chemistry, a successful working relationship with the *Deutsche Kolloidgesellschaft* is also maintained; its organ, the *Kolloidzeitschrift*, has been called *Colloid and Polymere Science* since 1974, and it has its own supplement series, *Progress in Colloid and Polymere Science*, including proceedings volumes.

The house in Dresden was closed in 1978. On July 1, 1980, Springer-Verlag took over the Dietrich Steinkopff Verlag as a subsidiary firm, effective as of January 1, 1980. Up to 1993, Bernard Lewerich managed this company, first as the sole director and then from 1981 on together with C. Michaletz. In 1993 Thomas Thiekötter took over as manager. The publishing program was continued, with the exception of the psychology sector, which was not so successful.

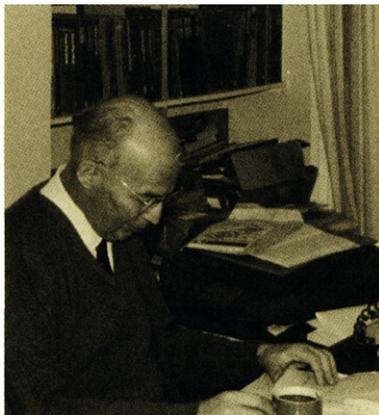
Management, warehousing, sales, and distribution are in the hands of Springer-Verlag. In 1984, Steinkopff introduced a congress service for scientific societies and pharmaceutical firms;

the rapid printing of papers delivered considerably reduces the time to publication of congress proceedings. In 1990, this service was incorporated into the Department of Scientific Communication (WIKOM: *Wissenschaftliche Kommunikation*) of Springer-Verlag in Heidelberg (see p.260), which offers the same service on a broader basis.

The staff size of 15 members has remained about the same since 1980. Parallel with the takeover of the services mentioned, Springer-Verlag was able to increase the editorial and production staff in the interest of more rapid realization of new projects. Book production is kept to approximately 35 titles a year, with increasingly rigorous selection. At the time of the takeover Steinkopff published nine journals; meanwhile there are ten. In 1981, along with the discontinuation of the psychology program, the *Zeitschrift für Gestalttheorie* was sold; two new journals have been founded: *Herz-, Thorax- und Gefäßchirurgie* (Cardiac, Thoracic, and Vascular Surgery) in 1987, and *Herzschrittmachertherapie und Elektrophysiologie* (Cardiac Pacemaker Therapy and Electrophysiology) in 1990.

## LONDON

Consequent to the founding of Springer-Verlag New York and the expansion of our publishing program in English in Heidelberg as well as in New York, it seemed more and more necessary that we establish a presence in London, which was and remains the publishing and book-trading center of the British Commonwealth. Even today, “the traditional British market” is not just an idea, but a reality of the book trade. It comprises all geographical and political areas of the world where the United Kingdom has been or still is a political power. They include India, Australia, Canada, parts of Asia Minor, Egypt, and other parts of Africa. It was imperative that we gain a foothold in these domains of English-language literature with their great author potential. This was the only way for us to reach the English-speaking market and to ensure the success of our efforts. Entry into this large, firmly established market proved to be more difficult than we had expected, even though the structure of the British book trade – thanks especially to the efforts of Sir Stanley Unwin – was closer to the system in central Europe, particularly



**218** Paul B. Mayer (1910–1979), a German emigrant, studied law in Berlin. Being familiar with the English market, he was able to assist the still young Springer-Verlag in London in planning promotion concepts, and he prepared the way for the founding of our London branch.

**219** Harold F. Roberts (1923) was the first sales manager of Springer-Verlag London.

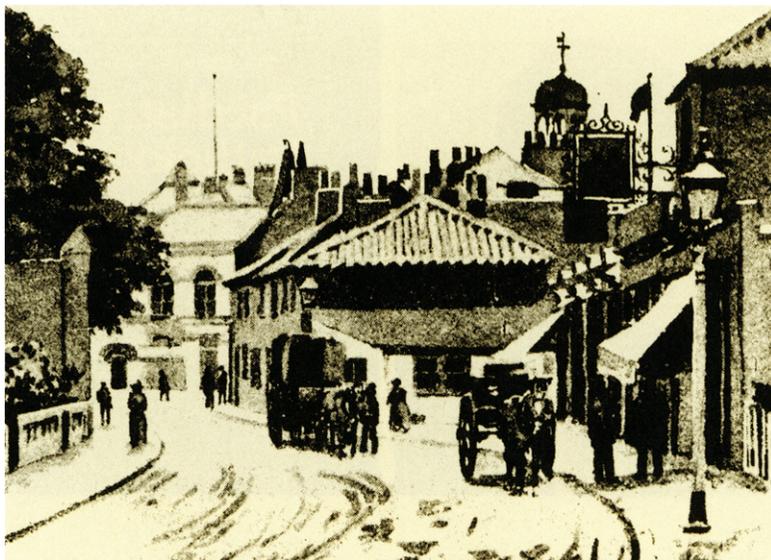


to that in Germany, than the structure in the United States was. It was to our advantage that production costs were lower in England than on the Continent, but this soon changed.

For the reasons already mentioned, I had been trying since the end of the 1960s to reach co-publishing agreements with British firms. I was successful in the area of medicine with Churchill Livingstone and the Longman Group and in the area of technology with Chapman & Hall. We were assisted with these contacts by Paul Mayer [SEMPER ATTENTUS: pp. 237–240], who had emigrated from Germany at the beginning of his legal career and had established a scientific bookstore in South Africa. Some years later, he left the business in the hands of a trusted employee and took his family to London in order that his children might study in England. I met him in 1966 during one of the evening receptions for foreigners arranged by the *Börsenverein* at the Frankfurt Book Fair. He was interested in our program, and we began to talk. I perceived him to be an experienced scientific bookseller, who ran an agency for translation rights in London. He was quite proficient in several languages and familiar with Anglo-Saxon promotion methods. I made use of his good advice regarding our English-language promotional brochures, which required a concept different from that which we had been following for our principal markets up to that point. A loose but fruitful working relationship developed; P. Mayer was our link to the above-mentioned English publishers. He also introduced me to Harold F. Roberts (“Robbie”), an experienced sales manager, who became our sales representative in 1970 and then sales manager for Springer-Verlag London in 1973. His son Paul works for us today in the same capacity.

Our cooperation with P. Mayer grew closer over the years. In 1972 he became our editorial representative, and he set up the first office of Springer-Verlag London at 37A Church Road in Wimbledon, which was officially opened on November 28, 1973. The choice of Wimbledon was neither a marketing ploy nor the expression of enthusiasm for tennis; Wimbledon is favorably situated on a main traffic route to London and is thus easily accessible for authors, but not as high-priced as the City.

After closing his agency, Mayer, together with Roberts, successfully managed the at first modest branch until his retirement. He died on August 16, 1979. Michael Jackson had joined the London office in 1977 as medical editor, and Roger Dobbing was hired in 1979 as production manager for London’s own program. The first book published by Springer-Verlag London



220 Church Road in Wimbledon at the turn of the century.

was *Sclerosing Bone Dysplasias*, by Beighton and Cremin, which appeared in 1980.

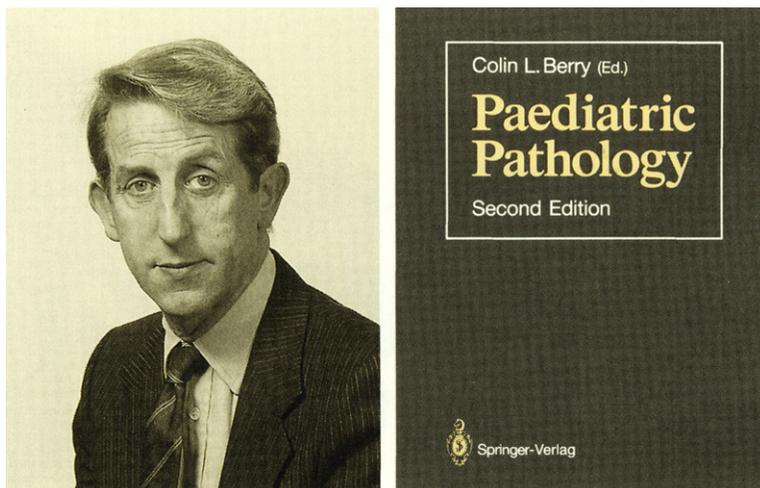
At the end of the 1950s, I had happened to meet a capable advisor in the field of medicine: Walter L. von Brunn, professor of medical history in Tübingen. He was the son of the surgeon and medical historian Walter von Brunn, author of a book about the history of surgery published by Springer in 1928. W. L. von Brunn himself wrote an excellent monograph for us entitled *Kreislauffunktion in William Harveys Schriften* (Circulatory Function in the Writings of William Harvey), which appeared in 1967. In 1960, during the congress of surgeons in Munich, he introduced me to Gerald Graham of London. At that time, Graham was the editor of the English-language edition of the *Deutsche Medizinische Wochenschrift* (Thieme-Verlag) and worked as professor of clinical physiology at the Hospital for Sick Children, Great Ormond Street, London. I asked Graham to assist us with the Anglicization, and at the same time Europeanization, of our journals and to develop new, purely English-language journals where required.

Through Graham we met some important persons, such as Alan Chrispin, who served as the editor of *Pediatric Radiology* from 1973 to 1990, and the excellent pathologist Sir Colin Berry. Thanks to the open-mindedness of its chief editor, Wilhelm Doerr in Heidelberg, we were able to win Sir Colin as an equal co-editor of *Virchows Archiv* in 1984. This was an essential step toward the internationalization of this journal and a gain for

221 Gerald Graham (1918) professor at the Hospital for Sick Children, Great Ormond Street, London. He was of great help to us in establishing our London branch, introduced us to authors and editors, and served as the manager of Springer London from 1990 to 1993.



222, 223 Sir Colin Berry (1937) is professor of pathology at the London Hospital Medical College. In 1981 we published his *Paediatric Pathology*. Sir Colin has been a co-editor of *Virchows Archiv* since 1984.



clinical pathology, which is covered by the journal and is of particular interest for the English. Berry, who was knighted in 1993, still works with *Virchows Archiv* and published the very successful book *Paediatric Pathology* with Springer in 1981 (second edition 1989).

In 1979, we started the journal *Pediatric Cardiology* in New York with G. Graham; in 1990, he signed up Ian Carr of Chicago as an active co-editor. Our first London journal, *Nephrology Dialysis Transplantation*, was started in 1986, at Graham's suggestion. He was also responsible for securing the editors and co-editors for numerous other journals: R. E. Coupeland (*Surgical and Radiologic Anatomy*), R. Goldsmith (*European Journal of Applied Physiology*), D. Grant and M. Precce (*European Journal of Pediatrics*), R. A. Hughes (*Journal of Neurology*), F. E. Loeffler (*Archives of Gynaecology and Obstetrics*), and P. Thomas (*European Archives of Psychiatry and Clinical Neuroscience*). Finally, in 1976 he assisted us in transforming the German-language journal *Pneumologie* (called *Beiträge zur Klinik und Erforschung der Tuberkulose und Lungenkrankheiten* up to 1970) into *Lung*, headed by M. H. Williams in New York.

In January 1985 we purchased a building at 43 Church Road in Wimbledon, into which we moved with a now larger staff, headed by G. Graham as managing director.

What we had experienced in New York proved to be all the more true in London during those years: the overwhelming majority of English authors stayed with their British publishers, which was quite understandable. We therefore had to offer even

better service and excellent production quality – particularly where illustrations were concerned – in order to win over the British authors. A tangible breakthrough was achieved when, with the help of my old friend and the co-founder of operative fracture treatment, Maurice Müller, I managed to sign on his English colleague Sir John Charnley for his principal work, *Low Friction Arthroplasty of the Hip*. The book appeared in 1979 and was a worldwide success. Gradually, we were able to attract other authors in the natural sciences and technology, as well as in medicine, and we made considerable progress in the field of computer science. In this area we appreciate the cooperation of Rae A. Earnshaw.

In 1986 we established a sales and marketing department in Bedford. The location was chosen to serve at the same time as the domicile of the publishing concern International Fluidics Services (IFS; engineering, especially robotics), which we had taken over in July 1985. Shortly thereafter, we decided to expand the London branch and to be more active in the areas of computer science and engineering. For this purpose we hired J. Cameron as managing director, and, together with the sales and marketing department, we moved into a larger building in the vicinity of Wimbledon train station at the beginning of 1988.

More recently, new structural changes became advisable. J. Cameron left us at the beginning of 1990, and our London office is again under the management of G. Graham, who is now in a position to do the job full time. He is closely assisted by the head of sales for Springer-Verlag Berlin Heidelberg, Peter Porhansl.

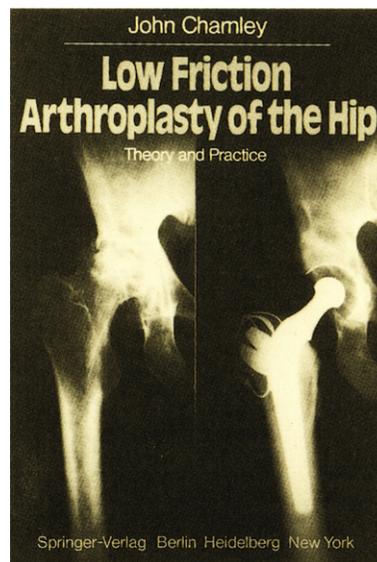
Over the years, our relations with authors and editors in the United Kingdom have developed favorably, leading in particular to the founding of a number of new journals. The following periodicals are produced in London:

#### Medicine

- Clinical Oncology* (1989)
- Comparative Haematology International* (1991)
- International Urogynaecology Journal* (1990)
- Osteoporosis International* (1990)
- Phlebology* (1992)

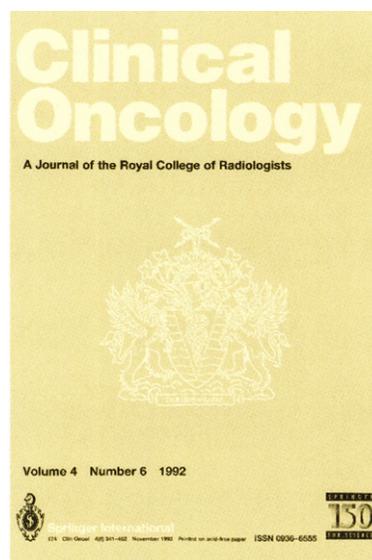
#### Biology

- Epithelial Cell Biology* (1992)



224 John Charnley's *Low Friction Arthroplasty of the Hip*, 1979.

225 *Clinical Oncology*, vol. 4, no. 6, 1992. This journal of the Royal College of Radiologists is edited by Terry James Priestman and Basil Arnold Stoll.



*Computer Science**AI & Society* (1987)*Formal Aspects of Computing* (1989)*Neural Computing and Applications* (1993)*The Turing Institute Abstracts in Artificial Intelligence*  
(1991)*Applied Signal Processing* (1994)*Technology/Engineering**International Journal of Advanced Manufacturing  
Technology* (1989)*Journal of Systems Engineering* (1991)*Machine Vision and Applications* (1988)*Accounting**International Journal of Accounting* (1989)

## PARIS

**D**ue to the peculiarities of its book trade, its preference for paperback books, and, above all, the almost exclusive use of its own language, France was a closed market for every foreign publisher. It was nevertheless very attractive for us, being a direct neighbor with outstanding scientific institutes, universities, and eminent scholars. Moreover, Paris is a popular site for holding scientific conventions. We were also of the opinion that, in the long run, French scientists would not be able to do without English as a language for publications, even though the standard-setting public authorities did their best to maintain French as the congress and publication language. Even today there is controversy over the language problem in France, as can be seen in a contribution to *Nature* of April 23, 1992: A professor at the University of Marseilles is quoted as having written to President Mitterand, as patron of the “High Council of Francophony,” because the Center for Scientific Research no longer supported any French scientific journals:

We can no longer accept the fact that the highest authorities of the research institutes, in spite of declarations by the head of state, continue to disregard French as an international language of scientific publications.

An anecdote that made the rounds some years ago throws more light on the situation: A distinguished French natural scientist delivered a paper during a congress abroad, speaking in French for the first 5 minutes. He then switched to English, explaining that, since 90 % of his research work had been financed by the Rockefeller Foundation, he felt justified in delivering the remaining 90 % of his talk in the English language.

At first we tried to develop our book-trade connections with France and to be represented at all important conventions. We hoped thus to make contacts with the best French authors in all disciplines at the same time. The official position of holding on to the French language had not encouraged French publishers to publish in English, and herein we discerned an advantage, from which we indeed profited in time.

We were not able to realize our objectives without being represented in Paris, however. We were fortunate to know Patricia O'Hanlon-Saarbach, who was very experienced in the international book trade as well as in dealing with authors. She was bilingual – English and French – and had very good knowledge of German and Italian as well. She had set up an office for McGraw-Hill in France, and I met her at the international publishers' convention in Paris in 1972, among the circle of people accompanying the grand old man of American publishing, Curtis Benjamin, then president of McGraw-Hill. "Paddy," as she was known to friends and close acquaintances, had met K. F. Springer in passing years earlier, while he was in training at McGraw-Hill. P. Saarbach had worked as an editor for Pergamon Press from 1958 to 1960 and for Gauthier-Villars from 1960 to 1966. We were able to hire her in 1966. It was advantageous for us that she knew the French book trade from the inside. She remarked later: "Springer-Verlag struck me as the most enterprising of scientific publishers with its English-language editions." The agreement was reached in Berlin with Paul Hövel; for the time being she was to work on the marketing of our books and journals in France. Her job description read: "... to promote Springer publications, by way of personal visits to booksellers, librarians, professors etc. and organize exhibitions at congresses, book fairs, university libraries, book shops etc." Her responsibilities were not limited to France, but covered Belgium, Spain, Portugal, and, at the beginning, Italy as well. In the 1970s, Algeria was added to the list. We attempted from the beginning, however, also to take advantage of Patricia Saarbach's editorial experience and knowledge of authors in France.



226 Patricia O'Hanlon-Saarbach (1922) was the first representative of the Springer companies in Paris.



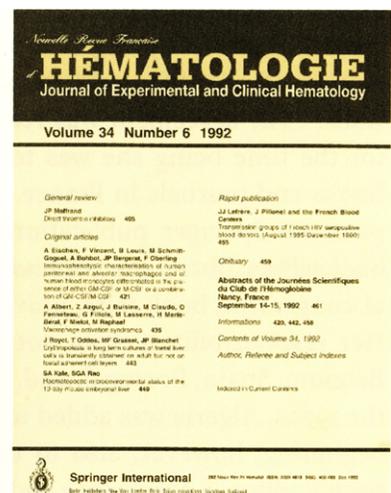
227 Jeanne F. Tovar (1943) has had contacts with Springer-Verlag Heidelberg since 1978. In 1981 she took over the management of our office in Paris, in 1985 our branch Springer-Verlag France.

I was indebted to her, above all, for the personal contacts I had with Jean Bernard, with his pupil Marcel Bessis, and with Georges Mathé. We started the journal *Blood Cells* (now handled by New York) with Bessis, and we took over the *Nouvelle Revue Française d'Hématologie* and a series of other important book projects.

In the field of mathematics, we had already established good relations with Marcel Berger, Henri Cartan, Jean Pierre Serre, and Jacques Tits of the Collège de France; we also worked with Charles Ehresmann in Strasbourg. Thus, in addition to the marketing contacts, a considerable program of books and journals was developed, and this required separate handling. We opened a modest office in September 1981, with Jeanne F. Tovar, who operated at the beginning from her own apartment. We had met her in Paris in 1978, in the course of discussions with P. Rabischong of Montpellier about his idea for the journal *Anatomia Clinica*. Ms. Tovar worked for Rabischong and impressed us with her perfect bilingualism and her negotiating ability.

Our French authors were grateful that they no longer had to address their publishing plans and wishes to Heidelberg, but rather could communicate in French with a cosmopolitan compatriot. Gisela Delis of the production department deserves mention here for her spirited commitment to the achievement of our goals at minimal expense; she maintained all the contacts with Paris, as well as those that developed with London, quite spontaneously and often quite unconventionally, during this period.

228, 229 Jean Bernard (1907), member of the Académie Française, was instrumental – along with Marcel Bessis – in our taking over the *Nouvelle Revue Française d'Hématologie*. He participated in founding the journal *Blood Cells*.



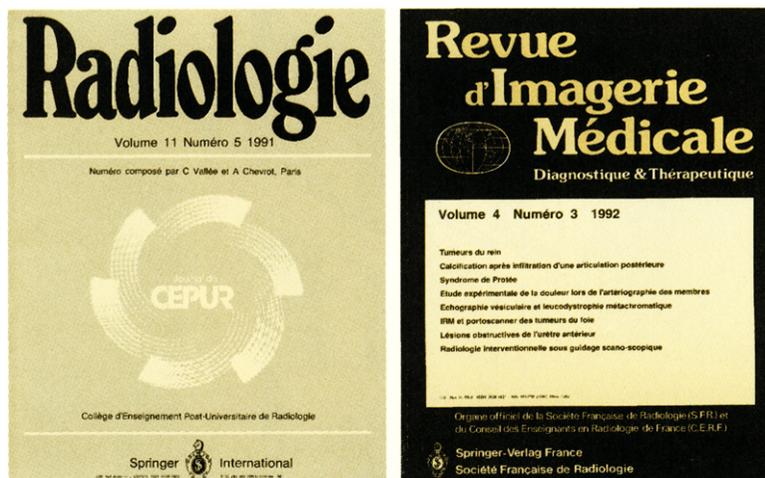


230 *The domicile of Springer-Verlag France in Paris since 1986, at 26 rue des Carmes.*

On November 14, 1985, Springer-Verlag France was incorporated in the commercial register of Paris as a “société de droit étranger” and since November 17, 1986, we have been registered as a “société à responsabilité limitée.” Thus we became a part of the initially reserved French publishing scene, and we enjoyed lively moral support from both our mathematics authors and such personalities as Marcel Bessis and Jean Bernard. As a location for our modest branch office we chose the outskirts of the Latin Quarter, moving in 1986 to 26 rue des Carmes. A dedicated team now works there, led by J. F. Tovar, assisted by M. J. E. Mittelmann and supported from Heidelberg by Jürgen Wieczorek. The first book published by Springer-Verlag France was *Classification TNM des tumeurs malignes* (TNM Classification of Malignant Tumors) by the UICC (International Cancer Union).

The lack of enthusiasm on the part of French scientific publishers for publications in English had won us friends among French scholars. France had produced outstanding scientists in many fields – particularly in mathematics and medicine, notably in radiology. From the founding of Springer-Verlag France in 1985 to the middle of 1992, 56 titles by French authors appeared, 45 in French and 11 in English. Among these were two works produced in cooperation with the French Society of Surgery and two textbooks: *Les membres* (The Extremities), by J.-P. Chevrel et al., and *Neuroanatomie*, by J. Bosy. In addition, some books were published in French and English simultaneously.

231 *Radiologie*, the journal of the Collège d'Enseignement Post-Universitaire de Radiologie (CEPUR).  
 232 *Revue d'Imagerie Médicale*, official organ of the Société Française de Radiologie (SFR).



The most successful titles at present are *Le Genou* (The Knee), by François Bonnel et al., and *Neurologie et neuroradiologie infantiles*, by Claus Diebler and Olivier Dulac. Each book is from one of our two main program areas: orthopedic surgery and the neurosciences (see pp. 282 and 292).

Springer-Verlag France is responsible for six journals, three of which were taken over from Springer-Verlag Heidelberg (*Nouvelle Revue Française d'Hématologie*, *Surgical and Radiologic Anatomy*, and *Radiologie*) and three of which were founded in Paris (*Revue d'Imagerie Médicale*, *Cahiers d'Oncologie*, and *Orthopédie – Traumatologie*).

Worthy of note is the French translation of Karl Jaspers' *Philosophie*, edited by Jeanne Hersch of Geneva. Its publication in March 1986 was combined with a celebration at Springer-Verlag France and a reception at the Swiss embassy in Paris. In October 1989 we followed with a softcover edition.

The following table summarizes the economic development of our Paris branch from 1988 to 1992:

Turnover of Springer-Verlag France 1988–1992 (in FF)

Year	Journals	Books	Total
1988	83,459	2,911,325	2,991,784
1989	1,462,101	5,407,611	6,869,712
1990	1,451,136	7,189,368	8,640,504
1991	1,663,939	7,438,653	9,102,592
1992	1,799,523	6,008,174	7,807,697
Total	6,460,158	28,955,131	35,415,289

## MOSCOW · USSR/CIS

The proportion of Springer production that found its way to the Soviet Union at the end of the 1920s and the beginning of the 1930s amounted to 18.8% of the total export volume [HS: p. 324]. The Soviet Union was thus at the top of the list of our export countries. The picture changed for political reasons after 1933, and after the Second World War additional factors came into play, as already mentioned: Germany had lost its position as a leader in the natural sciences and medicine, and research was now focused in the Anglo-Saxon world. We had followed this development; we had opened ourselves to the English language and promoted our exports to the English-speaking world.

The turn to English as the lingua franca of international science was the decisive change at that time, but others were also important. Progressive specialization meant that it was no longer possible for all fields of science to be equally well represented in each individual country. Cooperative work now took place on a larger geographical scale. The traditional production sites and markets for scientific literature had shifted.

The result of all this was that our export business with the Soviet Union was carried out under different conditions after the Second World War than at the beginning of the 1930s. Furthermore, the Soviet Union had not acceded to any of the international copyright agreements. Neither had czarist Russia been a signatory to the Berne Convention, but there had been several publishers (e.g., Ricker and Ettinger in St. Petersburg) who normally paid a small fee for the authorization of a translation, because this was prerequisite to receiving electrotypes of illustrations.

Bolshevik Russia had denied foreign copyright as a matter of principle. Therefore, innumerable Springer books were reprinted in the 1920s without licenses. Chief among them were books on technology, but books on German medicine were also in demand. There were five Russian editions of the *Dubbel* alone, from different publishers and of varying thoroughness. Nothing had changed since that time. This meant that there was no impediment to the continued reprinting of Western literature in the USSR and vice versa. Scientific journals and books

*Export to the USSR*

*Copyright*



233 E. B. Dynkin's *Die Grundlagen der Theorie der Markoffschen Prozesse* (Grundlehren der mathematischen Wissenschaften, vol. 108, 1961).

were indeed purchased for the numerous, in some cases distinguished, scientific institutes and libraries in the USSR, often in order to reprint them. Where the demand was small, however, reprinting did not pay. The reverse was true in the West, where sales of translated editions of Soviet-Russian works were at a low point. There were certainly some interesting titles, but no Western publisher could afford to take the risk that a Western competitor was planning to bring out the same book at the same time. Nevertheless, given the lawless situation, works from Soviet Russia were naturally reprinted in translation in the West. It is clear that, generally, no royalties were paid to the authors. Springer did pay the same royalties to Russian mathematicians and physicists such as Kolmogoroff and Frenkel as were paid in Germany, however.

I did not feel it was right to take advantage of the lack of legal protection for Western authors in the Soviet Union and vice versa while we were trying to change and improve the situation. I did, however, strive to receive a copy of a Russian author's manuscript at the same time it was sent to a Soviet-Russian publisher. In this way we gained time to translate and perhaps even to produce the book before the original could appear in the Soviet Union and come to the notice of other Western publishers. This was the case with the important work by E. B. Dynkin, *Die Grundlagen der Theorie der Markoffschen Prozesse* (*Grundlehren der mathematischen Wissenschaften*, vol. 108, 1961). I also made royalties available to Soviet-Russian authors as a matter of principle, which they were able to use during visits to the West for conventions. Payments transferred to the USSR would have been confiscated by the state.

*Springer-Verlag and the VAAP*

The Soviet-Russian authorities were fully aware of this practice. The USSR became a member of the Universal Copyright Convention (UCC) in May 1973, and on May 27, 1974, we received an invitation from the Central Agency for Translation Rights (VAAP, Vsesoyuznoye Agentstvo Po Avtorskim Pravam) with the request to assist in the formulation of the contracts that were now necessary. The first president of the agency, which had been founded on August 16, 1973, was Boris Pankin.

For this purpose, Günter Holtz and I went to Moscow from June 27 to 29, 1974. Discussions were continued and completed during October of the same year in Heidelberg, where the first skeleton contract between Springer and the VAAP was signed on

the 16th of the month. The Soviet signatories of the contract included Yuri P. Sharov, vice president, and Boris A. Sazepin, administrative director of the agency. This became a milestone in the exchange of scientific information. Technical regulation of the licensing trade by the VAAP was, along with reliable financial settlements by the Mezhdunarodnaya Kniga, prerequisite to the favorable development of translation business in both directions.

Another event that was illustrative of the revolution in book-trading relations between the USSR and the West had preceded these negotiations with the VAAP. During the Frankfurt Book Fair that took place from October 11 to 16, 1973, a fierce controversy arose between the Western publishers and Soviet functionaries over the legal purchase of Western books and, above all, journals, as now required since the USSR had become a member of the UCC, i.e., publications which up till then had simply been reprinted. Referring to the so-called Stockholm Protocol [ULMER: pp. 93–95], which provided for limitations of copyright for underdeveloped countries, the Soviets pointed out the precarious economic situation in the USSR. The first draft of the protocol in 1967 had met with strong resistance from the Western publishers, represented by the International Group of Scientific, Technical, and Medical Publishers; it was not until October 10, 1974, that a modified form, the Paris version, went into effect. The USSR delegation, led by Yuri B. Leonov, who was president of the Mezhdunarodnaya Kniga at the time, demanded that a transition period be agreed on, with no mention of its duration. During this period, reprinting was to continue as before, with permission from the Western publishers, for a small license fee of between 3% and 10% of the Russian (!) subscription price at most, as the Soviet institutes and interested scientists were not able to pay the high Western subscription prices. It became clear during these discussions that the Soviets' fundamentally different view regarding the production of scientific journals and its economic basis made any compromise impossible.

To provide some idea of the magnitude of such reprints, let it be said that, prior to 1973, the Soviet Union had reprinted about 1000 primary journals with a print run of approximately 250 copies each. With an average of ten issues per journal published, this amounted to 2.5 million copies per year. It was estimated that one third of these were re-exported to countries associated with the Soviet Union, the majority of which did belong to one of



234 An unauthorized Russian translation, printed in Moscow in 1927, of the Springer book *Chemische Betriebskontrolle in der Fettindustrie*, by Hugo Dubovitz, published in 1925.

the international copyright conventions. In consideration of these figures, it was therefore impossible to accept the Soviets' proposal.

On behalf of all of its members, the group of Scientific, Technical, and Medical Publishers (stm group), with its general secretary Paul Nijhoff Asser, formulated the following press release during a meeting held on October 10, 1973, just prior to the Frankfurt Book Fair: "Publishers object to license demands of the Soviet Union." This met with vehement opposition from the Soviet-Russian delegation during the fair (*Publishers Weekly*, November 5, 1973, p. 44). In the years that followed, things quieted down, and normal book trading was established.

*Academy of Sciences  
in Moscow*

**A**fter the USSR joined the UCC in 1973, we made a point of resuming our contacts with the Soviet-Russian Academy of Sciences, and we were successful. The Russian Academy had been founded on February 8, 1724, in St. Petersburg, on the initiative of Peter the Great. In 1934 it was moved to Moscow, and since then it has been the leading scientific academy of the Soviet Union. The Russian Academy includes the important scientific centers in St. Petersburg and Novosibirsk. We sought the connection with this academy in the interest of our book-selling activities, but also with a view to establishing relations with authors and editors among its members.

In the course of time, we have developed particularly friendly relations with the mathematical institute of the Moscow academy, the Steklov Institute, as well as with the branches of the academy in St. Petersburg and Novosibirsk. One of the members of the Steklov Institute was the academician R. V. Gamkrelidze, with whom we produced an English edition of the *Encyclopaedia of Mathematical Sciences*, to which the most important Russian authors contributed fundamental volumes, the Russian versions of which were produced by Viniti Publishing in Moscow. Springer-Verlag won outstanding mathematicians for this series from among its Western authors. Since the first volume of the encyclopedia was published in 1988, 32 more have appeared, to worldwide resonance and recognition. Another 45 volumes are currently in the planning stage.

Through R. V. Gamkrelidze we made contact with I. M. Vinogradov, the prominent number theorist who was director of the Steklov Institute for many years. His *Selected Papers* appeared as part of our "Blue Series" in 1985.

235 Revaz Valerianovich  
Gamkrelidze (1927), advisor for  
many years, and editor of our suc-  
cessful series *Encyclopaedia of  
Mathematical Sciences* since 1988.



Our relations with the library of the Soviet Academy of Sciences in Moscow, under the direction of Alexander G. Zakharov, were extremely successful from the first meeting over 20 years ago. Zakharov's farsightedness and practical assistance have made it possible for us to arrange some 100 exhibitions of Springer books and journals at the academy branches in all 15 Soviet republics since 1973.

**F**rom the beginning, the central authority covering all imports of books and journals in the Soviet Union, including all related payment transactions, was the *Mezhdunarodnaya Kniga* (The International Book), known as *Mezhkniga* for short. Our first personal contact with this book import agency after the Second World War took place at the Frankfurt Book Fair in 1971. We spoke then with V. F. Kolossova, who remained our partner in the difficult business of selling books in the Soviet Union for many years.

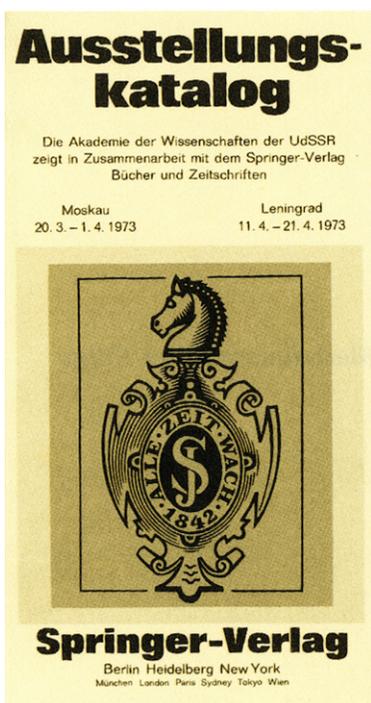
In those days, our book sales to the USSR amounted to only about DM 160,000 per year. The turnover of journals came to approximately DM 228,000 (905 subscriptions to 111 journals). In contrast, we sold DM 600,000 worth of books to Poland at the same time!

In our discussions with Ms. Kolossova in Frankfurt we endeavored to find possibilities for increasing our turnover, for arranging book exhibits, and for regulating translation rights. At that time, the *Mezhdunarodnaya Kniga* also tried to protect the copyrights of Soviet authors and granted to Springer-Verlag translation and distribution rights for Russian books in English, declaring in turn, however, that such an arrangement in the opposite direction was impossible.

**O**ur efforts to increase book and journal exports had to concentrate essentially on making our products known in all republics of the Soviet Union. It therefore seems justified to cover this area in a separate, large section. The negotiations aimed at achieving our goals were wearisome and demanded a large measure of undauntedness. G. Holtz, and later his assistant H. Drescher, were possessed of the necessary perseverance. All who took part in these negotiations were motivated by the conviction that Germany was bound to the Soviet Union, particularly Russia itself, by a long tradition going back to Peter the

*Mezhdunarodnaya Kniga*

*Book Exhibitions*



236 *Catalog for the exhibitions of books and journals in Moscow and Leningrad in 1973 (USSR Academy of Sciences/Springer-Verlag).*

Great. This found expression in the fact that Russia and the other European republics of the Soviet Union had always played an important role as neighbors to the east, and that the German language is still cultivated in scientific circles. This link is palpable during encounters at the Russian Academy of Sciences, whether in Moscow, in St. Petersburg, or in Novosibirsk. Traditions also bind us to the Baltic states, as well as to Belorussia and the Ukraine.

We attempted to call attention to our production in as many cities, universities, and academic institutes as possible, and our efforts were not without success. We received authorization for a traveling exhibition as early as 1972. We endeavored to bring information about our program as close as possible to the scientists themselves and scientific libraries. From March 20 to April 1, 1973, the first independent exhibition of Springer-Verlag publications took place at the House of Scholars in Moscow, including 1000 books and 80 journals (see Fig. 236). It was repeated in St. Petersburg (then Leningrad) April 11–21, at the Academy of Sciences building. G. Holtz participated in both of these very important events. They took place at the time when the USSR had become a member of the UCC, and after the authority to grant licenses and translation rights had been transferred from the Mezkhkniga to the VAAP.

On February 8, 1974, the Soviet Academy of Sciences celebrated its 250th anniversary, and on October 16 of the same year the skeleton contract between the VAAP and Springer-Verlag was signed. Turnover increased slowly. The VAAP appeared for the first time with a large delegation at the Frankfurt Book Fair in 1975, along with the *Mezhdunarodnaya Kniga*. The atmosphere had become more relaxed after the skeleton contract was signed, and with the VAAP – parallel to discussions about sales – we were able to begin making contact with Soviet-Russian authors, especially in the fields of mathematics and physics.

At the Warsaw Book Fair in May 1976, the first Moscow International Book Fair was announced, to take place in September 1977. Time and place for the announcement had been well chosen: The Warsaw Book Fair, which had been in existence since 1956, had developed into the principal event for book-sellers in Eastern Europe.

During the Frankfurt Book Fair from September 16 to 21, 1976, three Springer exhibitions in the Soviet Union were finally arranged for the following year, in Moscow, Kiev, and Minsk. The Library of Natural Sciences in Moscow, under the direction of

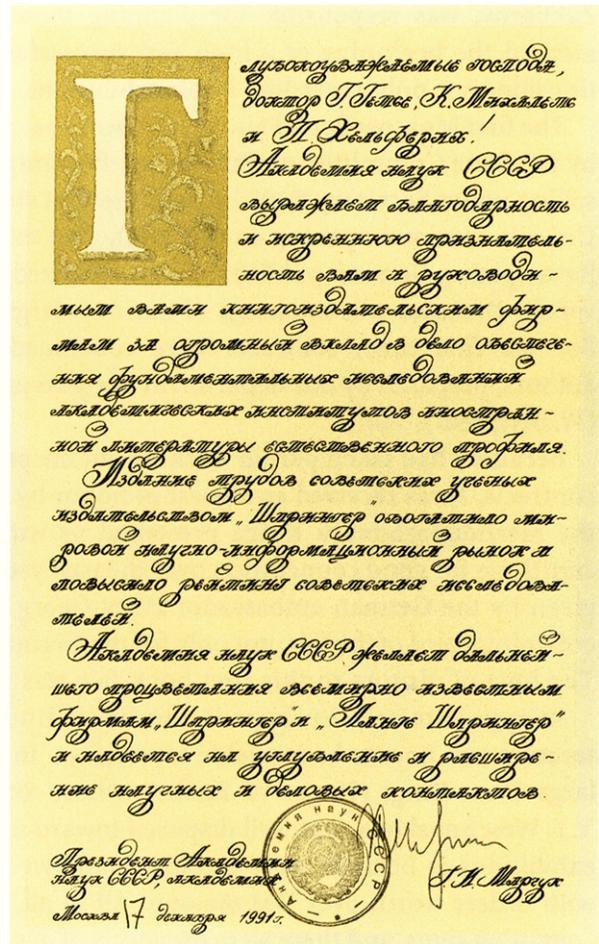
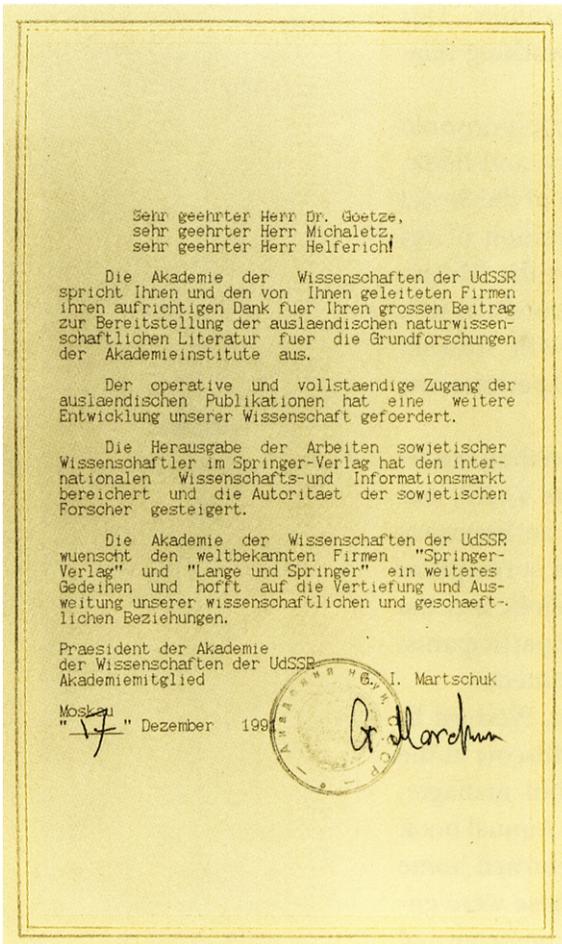
Zakharov, was responsible for planning these exhibits. This marked the beginning of a long and successful working relationship, not only regarding book exhibitions.

The first Moscow Book Fair, September 6–14, 1977, sponsored by the State Committee on Publishing, Polygraphy, and Book-selling under Secretary Stukalin, was the first step in the Soviet Union's cautious opening to the West. The exhibition of 193 participating German publishers was organized by the *Börsenverein*. Drescher was in charge of our own large booth (11 m<sup>2</sup>). For the first time, contracts were concluded with Russian authors, prepared by our department of rights and permissions (W. Bergstedt).

Because I had taken part in working out the preceding model contracts, I was received as a guest of honor by the VAAP, and the *Mezhdunarodnaya Kniga* presented us with an honorary certificate for good cooperation over the past years. A reception given by the German ambassador Hans-Georg Wieck was the crowning event of the fair, not only for the German participants. The host of visitors to this first book fair was immense.

In approximately 20 shops in the Soviet Union, Western literature was now to be available for rubles – in Moscow at the large *Dom Knigi* (House of Books), whose skillful manager, V. F. Weschnyakova, was well disposed toward us. Annual book exhibitions in libraries were promised, and we returned home with orders worth over DM 280,000. All in all, these were encouraging signs, and there were prospects of developing normal relations.

In 1978, we achieved a turnover of DM 1.3 million, and we organized the first exhibit of exclusively medical literature in the national scientific-medical library, which had been moved to a new, more spacious building. The director was N. A. Yakinin. Thanks to the steadfast, and at the same time intuitive, efforts of Drescher and the sympathetic assistance of, above all, the Academy library under the direction of A. G. Zakharov, the exhibit arrangements progressed; along with direct mailings to institutes, such exhibits are the best instrument for advertising our production, in addition to affording the possibility of meeting authors. A list of the exhibitions that took place over the years (see p. 185) shows how extensive our efforts were. They had a positive effect on our turnover in the Soviet Union, even though when doing business with countries that have a state-controlled economy one must always be prepared for unforeseen slumps that are not related to natural economic dynamics.



237 Certificate of thanks from the president of the USSR Academy of Sciences, Gurii I. Marchuk, to Springer-Verlag, December 17, 1991.

Nevertheless, the biennial book fairs have had a decisive influence on the situation. The number of Russian scientists who visited the second fair, September 4–10, 1979, was especially large. C. Michaelitz and I were again guests of honor of the VAAP. Prominent figures such as chess grand master Michael M. Botvinnik – later the author of our books *Meine neuen Ideen zur Schachprogrammierung* (My New Ideas on Chess Programming), 1982, and *Computers in Chess*, 1984 – discussed book plans with us, and the astronauts Leonov and Berigovoy proved to be interested and sympathetic visitors to our stand. I paid a visit to the National Heart Research Center, headed by E. I. Chazov. We agreed on publishing the book *Vessel Wall in Atherosclerosis and Thrombogenesis*, to be edited by Chazov and his assistant Smirnov. The finished book was presented at the ninth World Congress of Cardiology in Moscow, the president of which was Chazov.

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|--|--|--|
| <p>1.<br/><i>Library of Natural Sciences of the USSR Academy of Sciences</i><br/>ul. Snamenka 11<br/>Moscow 119890</p> <p>Moscow: March 1973, May 1977, September 1978, April 1979, April 1980, March 1981, September 1982, February 1984, September 1986, September 1988<sup>1</sup>, March 1990<sup>2</sup></p> <p>Leningrad: April 1973, October 1982</p> <p>Kiev: June 1977, June 1979, May 1981, October 1986, December 1988</p> <p>Minsk: June 1977, June 1981, November 1988, April 1990</p> <p>Novosibirsk: September 1978, April 1981, January 1987</p> <p>Tbilisi: October 1978, April 1984, November 1986, June 1990</p> <p>Tashkent: April 1979, February 1989, July 1990</p> <p>Yerevan: May 1979, November 1982, December 1986</p> <p>Alma-Ata: April 1980</p> <p>Ashkhabad: May 1980</p> <p>Baku: June 1980, January 1989</p> <p>Lvov: June/July 1980</p> <p>Tallinn: June 1981, September 1982</p> <p>Dushanbe: December 1982</p> <p>Riga: March 1984, October 1988<sup>3</sup></p> <p>Vilnius: March 1984</p> <p>Kazan: May 1984</p> <p>Ufa: June 1984</p> <p>Frunze: January 1987, March 1989</p> <p>Kishinev: May 1990</p> <p>Vladivostok: September 1990<sup>4</sup></p> <p>Sverdlovsk (now Yekaterinburg): October 1990</p> | <p>3.<br/><i>State Scientific Central Library of Medicine</i><br/>Krasikova 30<br/>Moscow 117418</p> <p>Moscow: November 1978, March 1980, March 1985</p> <p>Kiev: November/December 1978</p> <p>Minsk: December 1978</p> <p>Tallinn: March/April 1980</p> <p>Riga: April 1980</p> <p>Alma-Ata: April 1985</p> <p>Novosibirsk: May 1985</p> <p>Permanent exhibition since May 1990</p>   | <p>8.<br/><i>Saltykov-Shchedrin State Library</i><br/>Sadovaya ul. 18<br/>Leningrad 191069</p> <p>April 2-6, 1990</p>  |
| <p>2.<br/><i>USSR State Library of Science and Technology</i><br/>Kuznetsky most 12<br/>Moscow 103032</p> <p>Moscow: November 1979, September 1986 (journals)</p>  | <p>4.<br/><i>Library of the USSR Academy of Sciences</i><br/>Birgevaya Liniya 1<br/>Leningrad 199034</p> <p>January 20-24, 1987</p> <p>May 21-June 5, 1988</p> <p>October 2-7, 1989</p>  | <p>9.<br/><i>VAAP, Vsesoyuznoye Agentstvo po Avtorskim Pravam (USSR Copyright Agency)</i><br/>Bolshaya Bronnaya 6a<br/>Moscow 103670</p> <p>September 1980: Congress of Cardiology</p> <p>June 1982: 9th World Congress of Cardiology</p> <p>June/July 1984: 10th European Rheumatology Congress</p> <p>June 1985: International Conference on Preventive Cardiology</p>   |
| <p><sup>1</sup> Simultaneous with an exhibition in Moscow at the USSR Academy of Sciences/Shemyakin Institute of Bio-organic Chemistry.</p> <p><sup>2</sup> Simultaneous with a symposium on semiconductors in Chernokolovka, near Moscow.</p> <p><sup>3</sup> Together with an exhibition in Riga at the Fundamental Library of the Latvian SSR Academy of Sciences October 17-22, 1988.</p> <p><sup>4</sup> Simultaneous exhibition on marine biology in Vladivostok, August 24-28.</p>  | <p>5.<br/><i>Scientific-Technical State Library of the Siberian Department of the USSR Academy of Sciences</i><br/>Voskhod 15<br/>Novosibirsk 630200</p> <p>Novosibirsk: May 11-16, 1987, September 12-17, 1988, August 21-25, 1989</p> <p>Irkutsk: September 5-10, 1988</p> <p>Novosibirsk/Yakutsk: September 4-9, 1989</p> <p>International Conference on Algebra dedicated to the academician A. I. Mal'tsev on his 80th birthday</p> | <p>10.<br/><i>Expocontr</i><br/>Moscow: June/July 1984, FEBS (16th meeting)</p>  |
|  | <p>6.<br/><i>Latviyas PSR Zinatnu Akademiyas Fundamentals Biblioteka</i><br/>Komunala iela 4<br/>Riga 226047</p> <p>October 17-22, 1988</p>  | <p>11.<br/><i>Expocontr/AuM</i><br/>Moscow, August 1984: 27th International Congress of Geology</p> <p>Tashkent, September 8-14, 1986: 1st World Congress of the Bernoulli Society (Steklov Mathematical Institute, Moscow)</p> <p>12.<br/><i>State University</i><br/>Moscow, August 17-22, 1987: 8th International Congress of Logic, Methodology and Philosophy of Sciences</p> <p>Vilnius, June 26-July 1, 1989: 5th International Conference on Probability Theory and Mathematical Statistics</p> <p>Tallinn, August 13-17, 1990: 11th World Congress of International Federation of Automatic Control</p> |
|  | <p>7.<br/><i>State University of Moscow (Lomonosov), Gorki Scientific Library</i><br/>Marx Prospect 20<br/>Moscow 103009</p> <p>Permanent exhibition since August 1989</p>   | <p><i>Moscow International Book Fairs (AuM and Mezhdunarodnaya Kniga)</i></p> <p>1. 1977: September 6-14</p> <p>2. 1979: September 4-10</p> <p>3. 1981: September 2-8</p> <p>4. 1983: September 6-12</p> <p>5. 1985: September 10-16</p> <p>6. 1987: September 8-14</p> <p>7. 1989: September 12-18</p>  |

Following the busy days at the fair, Springer-Verlag gave a reception for its partners in the VAAP and the Mezhdunarodnaya Kniga, as well as for some authors, at the Georgian restaurant "Aragwi." We repeated this reception during the next fairs; however, we found the atmosphere at the more traditional and excellently renovated Hotel National better suited to the occasion.

In November 1982, Springer-Verlag exhibited for the first time scientific books from the Soviet Union at the Technical University of Berlin, on behalf of the Mezhdunarodnaya Kniga. Similar events took place in the years that followed.

The fifth traveling exhibition of the Academy library opened first in Moscow, April 2–7, 1980, after which it went on to Alma-Ata, Ashkhabad, Baku, and Lvov. A. G. Zakharov put into effect his excellent idea of holding seminars on library themes at his library in the context of these exhibitions. Rainer Luckenbach led a seminar on the *Beilstein* in connection with this fifth traveling exhibit. These seminars were continued with speakers from the scientific editorial department of Springer-Verlag. In 1980, we also visited the almost 90-year-old mathematician I. M. Vinogradov and G. I. Marchuk, then secretary of science and technology and one of our authors. I spoke with the latter on September 23 about our well-developed relations with authors and convinced him of our intention to continue cultivating these contacts; a competitor had been spreading rumors to the contrary.



238 Heinz Götze with V. F. Weschnyakova and A. G. Zakharov.

At the third fair, September 2–8, 1981, Springer-Verlag New York had its own stand for the first time. With Secretary B. I. Stukalin I discussed how best to maintain our good relations with authors and the book trade. With the new director of the *Mezhdunarodnaya Kniga*, Kuptsov, at the beginning of 1982 there was some friction, and this culminated in a detailed letter to General Director Leonov, regarding the extent of Springer-Verlag's commitment in the USSR. Our turnover was dropping, and it was not until 1983, the year of the fourth Moscow Book Fair, that it rose again to DM 1.4 million. In February 1983 we were able to sign the agreement regarding the *Encyclopaedia of Mathematical Sciences* with R. V. Gamkrelidze in Moscow.

On April 11, 1983, the *Mezhdunarodnaya Kniga* celebrated its 60th anniversary; this gave Springer-Verlag occasion to organize a special exhibit of "Books from the USSR" in the offices of the Soviet Foreign Trade Union on Lepsiusstrasse in West Berlin. We received a certificate in recognition of our close and fruitful cooperation. Two important international conventions took place in Moscow in 1984 as well, at which we were represented with our own large stands: the 16th meeting of the Federation of European Biochemical Societies (FEBS) in June and the 27th International Geologists' Convention in August.

The fifth Moscow Book Fair, in 1985, bore the print of the policies of *glasnost* and *perestroika* advocated by M. S. Gorbachev, the new secretary general of the Communist Party of the Soviet Union. It was quite obvious that the visitors were looking forward to better times. This fair was the occasion of our first meeting with B. S. Elepov, director of the Academy of Sciences library in Novosibirsk.

Business with journals was now running smoothly, and subscriptions were regularly renewed in October for the coming year. Our journal sales increased from DM 549,000 in 1983 to DM 910,000 in 1986. In addition, the *Mezhdunarodnaya Kniga* purchased volumes of the *Beilstein* to the tune of DM 1.2 million. In Zakharov's Library of Natural Sciences, E. Fluck delivered a talk on the structure of the *Gmelin* Handbook the day after the opening of a new traveling exhibit. With him we visited the Shemyakin Institute of Bio-organic Chemistry, headed by Y. A. Ovchinnikov, vice president of the Academy of Sciences. Next to Chazov's Center for Cardiac Research, it is currently the most modern scientific institute in Russia.

In September 1986, the first world congress of the Bernoulli Society was held in Tashkent, organized by the Steklov Institute

in Moscow. One of the Bernoulli brothers, Jacob Hermann (1678–1733) had been invited to the Academy by Peter the Great and worked in St. Petersburg from 1724 to 1731. Five other members of the Bernoulli family also belonged to the Academy. Springer-Verlag organized the book exhibition connected with the Bernoulli congress on behalf of all publishers and received an award for doing so. In January 1987, it was announced that there were now three autonomous scientific centers of the Russian Academy: Moscow, Leningrad, and Novosibirsk. Leningrad/St. Petersburg has the oldest library of the Academy, founded by Peter the Great in 1724. The first large book exhibition took place there from January 20 to 25, 1987.

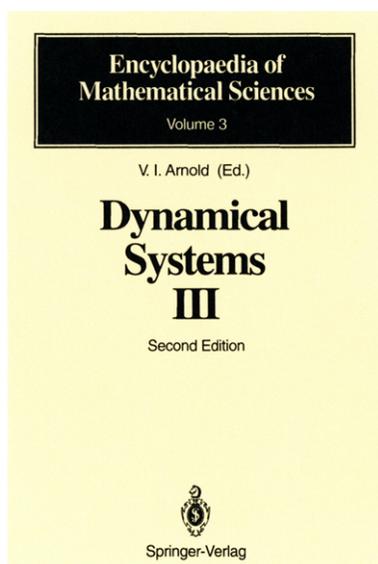
At the sixth Moscow Book Fair in September 1987, I introduced, together with the author Vladimir I. Arnold, the advance copy of his first volume for the *Encyclopaedia of Mathematical Sciences: Dynamical Systems III*, which appeared in 1988.

A growing independence of the libraries from the central authority, i. e., from the Mezhdunarodnaya Kniga, became noticeable; this was parallel to the attempts to establish political independence.

Based on our ever closer and more harmonious cooperation with the Academy library under the direction of A. G. Zakharov, Springer-Verlag and Lange & Springer tried to conclude exclusive delivery contracts with the Academy libraries in Moscow and Novosibirsk. These plans, which were supported by the libraries, had to be approved by the Mezhdunarodnaya Kniga as well, the only agency with which foreign currency transfers could be arranged. Our competitors tried to arrive at similar agreements, but we had the better starting position, thanks to our many years of preparatory work and our continued presence in the USSR.

In February 1988 a fire destroyed valuable holdings of the Academy library in Leningrad. Despite this, we were able to carry through with a Springer exhibition in May/June of that year; we supported the restoration of the library. In August we invited A. G. Zakharov to Heidelberg to discuss the possibilities for continued cooperation in view of the given situation. One year later, we received a visit in Heidelberg from one of our authors, B. S. Elepov, director of the Natural Sciences and Technical Library in Novosibirsk; he also came to discuss the possibilities for working more closely with Springer-Verlag and Lange & Springer. At the seventh Moscow Book Fair, September 12–18, 1989, Lange & Springer participated for the first time with its own

239 *Dynamical Systems III*, edited by Vladimir I. Arnold (*Encyclopaedia of Mathematical Sciences*, vol. 3, 1988; second edition 1993).



Library of Natural Sciences of the USSR Academy of Sciences ul. Snamenka 11, Moscow 119890 Founded 1973 Zakharov, A. G., director since 1973 Krasikova, O. L., head of the foreign literature department	State University of Moscow (Lomonosov), Gorki Scientific Library Marx Prospekt 20 Moscow 103009 Mosyagin, V. V., director Shikhmurdova, L., head of the foreign literature department
Scientific-Technical State Library of the Siberian Department of the USSR Academy of Sciences Voskhod 15, Novosibirsk 630200 Elepov, B. S., director Bosina, L. V., head of the foreign literature department	State Committee on Publishing, Polygraphy and Bookselling (Goskomizdat), Strastnoy Boulevard 5, Moscow 104109 Mezhdunarodnaya Kniga ul. Dimitrova 39, Moscow 113095 Founded 1923
Library of the USSR Academy of Sciences Birgevaya Liniya 1, Leningrad 199034 Founded 1724 Filov, V. A., director Leonov, W. P., director	VAAP Vsesoyuznoye Agentstvo po Avtorskim Pravam (USSR Copyright Agency) Bolshaya Bronnaya 6a, Moscow 103670 Founded 1973
State Scientific Central Library of Medicine Krasikova 30, Moscow 117418 Founded 1919 Yakunin, N. A., director until August 1986 Loginov, B. R., director Kiselev, A., "Soyusmedinform"	Sojuskniga Bookselling Corporation Leninsky Prospekt 15, Moscow 109202 (250 bookstores) Founded 1930 Dom Knigi Bookstore Kalinin Prospekt 26 Moscow G-19

*Institutions in the USSR  
with which we have worked*

stand, in order to negotiate directly with the libraries. We began to notice signs of unrest due to political developments. Russian authors pressed us with offers for direct publishing.

In February 1990 we introduced H. J. Winterstein to all of our business partners in Moscow; he was to succeed Drescher as sales manager for the USSR. During this time we began difficult negotiations with the Mezhdunarodnaya Kniga about the delivery of journals to the library of the Academy under Zakharov by Lange & Springer. This delayed the conclusion of a contract with the Academy.

On August 18, 1990, A. G. Zakharov was in Heidelberg again to discuss the situation with us. I decided to take measures immediately to set up a Springer office in the Natural Sciences

Library of the Academy in Moscow, in the interest of fulfilling all book and journal orders more quickly and with less trouble, and in order to have firsthand access to information about local developments. The central library of the Academy in Moscow also serves as a connection between all Soviet Academy libraries, and is thus quite influential. Parallel to this, we wanted to speed up contract negotiations with the Academy and the *Mezhdunarodnaya Kniga*. A cooperative agreement signed in Berlin on November 8, 1990, by A. G. Zakharov and C. Michaletz was an important step for all of our relations with Soviet academic libraries. In its issue 92 of November 16, 1990, the *Börsenblatt des Deutschen Buchhandels* reported on the intent and purpose of the contract under the headline: "Trend-setting model: Springer opens Moscow office."

At the same time, the *Mezhkniga* began to be in arrears with payment, because the budgets had not yet been approved and confirmed by the government. They accumulated DM liabilities running to eight figures.

The situation became more critical in 1991, and we were faced with a fundamental decision: whether to continue deliveries or to suspend them, thereby nullifying all of our efforts up to that point and giving free range to our competitors, who were already waiting in the wings. Not only did we feel obligated to our partners; we also were convinced that those responsible in the now erstwhile Soviet Union would honor their debts. On March 6, 1991, C. Michaletz and B. S. Elepov signed a cooperation agree-



240 Festive opening of the Springer office in the Natural Science Library of the USSR Academy of Sciences in Moscow, September 4, 1991: library director Alexander G. Zakharov, Claus Michaletz, and Heinz Götze cutting the ribbon at the entrance.

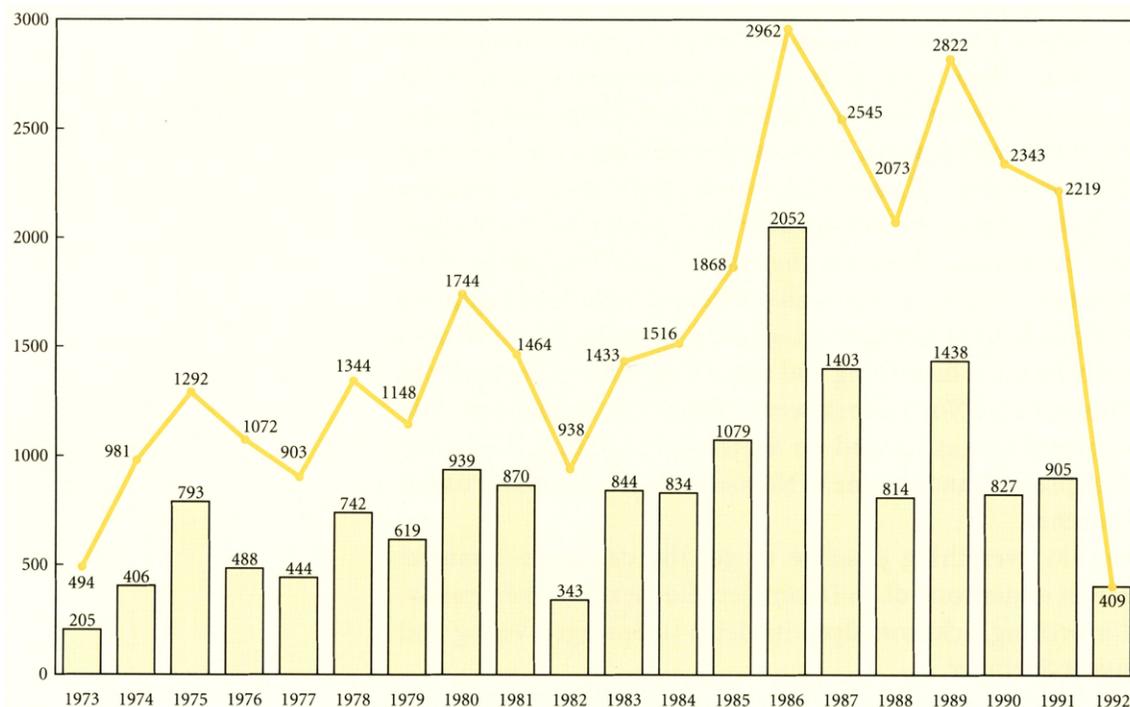
ment in Berlin between Springer-Verlag and the Academy library in Novosibirsk. Springer continued to participate in book exhibitions. Then, from August 18 to 24, the convention of the International Federation of Library Associations and Institutions (IFLA) took place in Moscow, the most important meeting for librarians from all parts of the world. This was also when the putsch was attempted, thwarted by B. N. Yeltsin; no harm came to our employees. However, the eighth book fair, planned for September 3–9, and for which all publishers had already shipped their exhibits to Moscow, was cancelled – postponed until 1993! Nonetheless, the furnishing and opening of the Springer offices in Moscow and Novosibirsk were carried out as planned. The Moscow office was opened on September 4, with C. Michaletz and me present, and the one in Novosibirsk on September 6 with H. Drescher.

We did everything possible to get the desperate financial situation under control. In December, the *Mezhkniga* expressly, and in writing, acknowledged its debts to Springer-Verlag and Lange & Springer.

The dissolution of the Soviet Union presented us with new and more difficult tasks. Up to then, we had cooperated on book and journal imports and translation rights with two central agencies, the *Mezhdunarodnaya Kniga* and the VAAP, respectively; we now had to deal with the corresponding authorities in each of the 15 former Soviet republics. This means considerably more work, although it possibly offers more opportunities for the future as well.

To obtain a clearer picture of the state of affairs and a personal impression, I set out for Moscow on January 16, 1992, planning to pay a visit to the newly elected president of the Russian Academy of Sciences, J. S. Osipow. Extensive, friendly discussions took place, also attended by the vice presidents A. A. Gontschar and K. W. Frolov. Subsequent visits to the Academy in Kiev, with its excellent librarian Nikolai Sentschenko, and further contacts in Minsk and Alma-Ata showed me that the procurement of funds for new orders was not hopeless.

If we summarize the results of our efforts from 1973 – the year in which the Soviet Union joined the UCC – to 1992, we see that 96 exhibitions were carried out in 24 cities of the 15 republics, as well as four permanent exhibitions in Moscow and Novosibirsk. In addition, we participated at all seven international book fairs that took place in Moscow. The results in turnover are shown in the table on p. 192.



*Development of book and journal sales to the USSR/CIS, 1973–1992.*

*Bars indicate book sales, line shows total turnover of books and journals (in thousands of DM). The sudden drop in 1992 mirrors the political situation*

As regards our publishing activities between 1975 and 1992, 301 books by Soviet-Russian authors were printed in translation by Springer-Verlag. During this period, 485 works by Springer authors were translated into Russian and published by Russian companies.

On May 10, 1992, A. G. Zakharov, B. S. Elepov, and N. I. Sentchenko were guests of honor at the anniversary celebration of Springer-Verlag in Berlin.

We have devoted a large amount of space here to the development of our book-trading business with the Soviet Union because the size of the country and its population made it the largest trading partner on the other side of the Iron Curtain. The restructuring of the political and economic way of life in Eastern Europe and in the Asian countries of the former Soviet Union will cause considerable unrest for some time to come. Nevertheless, it is not unrealistic to expect that, after a – surely lengthy – rest period, these countries will play an even more essential role than before in the business of trading books with Germany. For reasons of history and geography, Russia and the members of the former Soviet Union are natural trading partners for Germany. The German language is still in widespread use, and the peoples of these countries look at us trustingly.

Country	Export trade enterprise	Sales (in thousand DM)	
GDR	Buchexport, Leipzig	Books	1627.7
		Journals	3080.4
		Total	4708.1
USSR	Mezhdunarodnaya Kniga, Moscow	Books	1436.6
		Journals	1384.9
		Total	2821.5
Poland	Ars Polona, Warsaw L&S direct sales:	Books	1274.2
		Journals	935.6
		Total	2209.8
Hungary	Kultura, Budapest	Books	501.8
		Journals	861.3
		Total	1363.1
Czecho- slovakia	Artia, Prague (Bohemia/ Moravia) Slovart, Bratislava (Slovakia)	Books	663.7
		Journals	261.7
		Total	925.4
Yugoslavia	No export trade enterprises but firms – usually publishers – with import licenses (Belgrade, Zagreb, Ljubljana)	Books	437.0
		Journals	440.2
		Total	877.2
Bulgaria	Hemus, Sofia (journal sales Kubon & Sagner)	Books	192.6
		Journals	–
		Total	192.6
Romania	Icecop-Ilexim, Bucharest	Books	14.5
		Journals	22.1
		Total	36.6

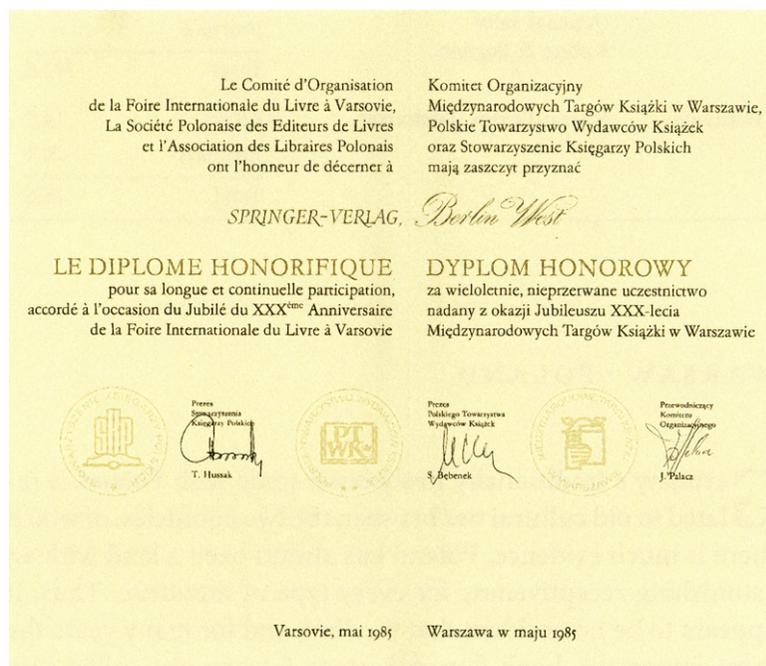
*Sales to "socialist" countries  
in 1989*

## WARSAW · POLAND

Germany's traditionally lively book trade with Poland is related to old cultural ties between the two countries, of which there is much evidence. Poland has always been a land with an astonishing receptiveness for every type of literature. Thus, it appears to be no accident that the first, and for many years the most important, book fair in Eastern Europe was called into

being there in 1956: the Warsaw Book Fair. In 1956/1957, it was part of an international industrial fair in Poznan; thereafter it was always held in Warsaw. Springer-Verlag was represented in Poznan by R. Lönnies. For many years, i. e., until the first Moscow Book Fair in 1977, the Warsaw Book Fair was the book-trading center for all countries behind the Iron Curtain, and it retained its importance even after the fair in Moscow came into being. During the opening of the fair in 1985, on the occasion of its 30th anniversary, C. Michaletz accepted a medal of honor with a certificate as a sign of thanks for Springer-Verlag's participation at the Warsaw Book Fair on a regular basis from the beginning. Publishing and book trading are excellently organized in Poland, and everyone from abroad is amazed at the great amount of broad public interest in the Book Fair and the huge number of visitors it attracts.

Our business partner was Ars Polona-Ruch, a state-run trade enterprise that was responsible for the import and export of journals. Waclaw Cebula was general director of the firm from 1971 to 1978, Janusz Palacz from 1978 to 1990. Since 1990, Monika Bialecka has been the managing director. A longtime employee of Ars Polona and the general director's right hand was Zbigniew Mikolajczak, known as Miko, who helped to solve many problems and to smooth many bumps. In addition to the official



241 Certificate accompanying the medal of honor accepted by Claus Michaletz on behalf of Springer-Verlag in 1985. Springer-Verlag had been a regular participant at the Warsaw Book Fair for 30 years.

Ars Polona there were also the import and export bookstore Skladnica Ksiegarska and the wholesaler Orpan, the latter responsible for the Polish Academy of Sciences. Finally, there was Dom Ksiazki, which acted as the distributor for approximately 2200 bookstores in the country and was headed by general director Kasimierz Majerowicz.

Exhibitions of Springer books exclusively took place in Bialystok, Wroclaw, Cracow, Gdansk, Katowice, Lodz, Poznan, and Warsaw. Our business with Poland was effectively supported from 1968 to 1990 by the political and cultural aid program of the *Börsenverein* which P. Hövel had worked successfully to bring about.

After the establishment of military rule at the end of 1981, we experienced heavy losses, especially in our sales of journals: subscriptions dropped from 1705 in 1981 to 907 in 1982! With the introduction of a free market economy on January 1, 1990, Ars Polona lost its privileged position but nevertheless supported the settlement of old payment obligations. A large number of new firms appeared on the scene, with whom we now negotiate and settle accounts on an individual basis.

## BASEL AND BOSTON · BIRKHÄUSER

The important scientific achievements of the Swiss universities, clinics, and the chemical-pharmaceutical industry have always attracted the interest of scientific publishers in the neighboring countries. Both Springer-Verlag Berlin Heidelberg and Springer-Verlag Wien had established extensive relations with authors in Switzerland. The editorial committees of our journals are staffed with many Swiss editors and co-editors. It is impossible to imagine our publishing programs without the friendly association of these scientists.

In the course of 1985, we noticed an increasing number of signs that Birkhäuser Verlag and its large printing company, highly reputed in scientific circles, were having economic difficulties. This firm had developed from a modest printing business in the Luftgässlein in Basel, founded by Emil Birkhäuser in 1879. At first it handled printing orders almost exclusively; then in 1882, its first small book appeared: *Basel in der Westentasche* (Vestpocket Basel). A year later the company published a larger

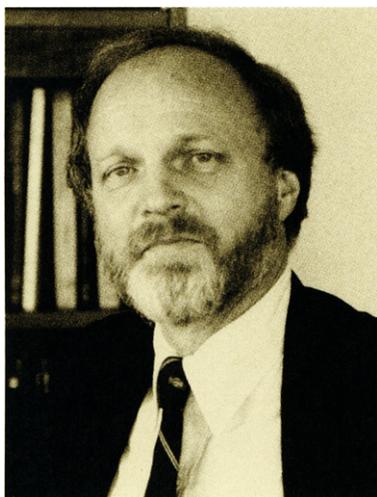
work, Christian Wurstisen's *Basler Chronik*. From that point on, Birkhäuser's book production continued to increase, and the aspiring enterprise required more space. It moved first from the Luftgässlein to the Freie Strasse and then to the Elisabethenstrasse. It was not until the 1930s, however, that a farsighted decision by Albert Birkhäuser, the son of the founder, took the company beyond its regional importance and laid the foundation for a scientific publishing program. Swiss scientists found it more and more troublesome toward the end of the 1930s to have their works published in Germany, and Birkhäuser's firm opened new possibilities for them, based on advice from such scientists as Alexander Ostrowski. Many authors who had published with Springer-Verlag, among them Andreas Speiser and Alexander von Muralt, turned to Birkhäuser Verlag during this time. Thus was the change to being a scientific publisher complete; this was a milestone in its history as well as the beginning of its international reputation [WANNER].

In August/September 1985, after vain attempts to sell the printing company and the publishing firm together, the former was sold to the newspaper *Basler Nachrichten*; an overseas enterprise had expressed interest in the latter. We now showed our own interest and conducted decisive negotiations on October 3. The Birkhäuser syndicate was part of a holding company, Revi-Data AG in Basel, which comprised Birkhäuser Verlag Basel, Birkhäuser Verlags GmbH in Stuttgart, and Birkhäuser Publishing in Boston.

In view of the competition, action had to be taken at short notice. The Swiss trust company and the creditors it represented were inclined to give preference to our offer, since we guaranteed to maintain the existing firm as a Swiss scientific publisher in Basel and thereby the jobs of the Birkhäuser employees. They decided in our favor, and we were able to announce the good news at our traditional publisher's reception during the Frankfurt Book Fair in October 1985.

We were firmly convinced that we would be able, by means of sensible organizational measures, to raise this reputable firm to its former status again; its publishing program complemented ours, above all, in the field of mathematics. We parted with the distributing company in Stuttgart and decided at our stockholders' meeting in August 1986 to tie Birkhäuser Boston to Springer New York, a legal connection which exists today. However, the responsibility for Boston's success in scientific publishing lies again with Basel, since 1991.

242 The mathematician Edwin F. Beschler (1931) began his career in scientific publishing with Academic Press in New York in 1961. He brought the excellent ties he had made in the course of the years with high-ranking mathematicians and the American Mathematical Society with him to Birkhäuser Verlag Boston in 1987, where he is now executive vice president.

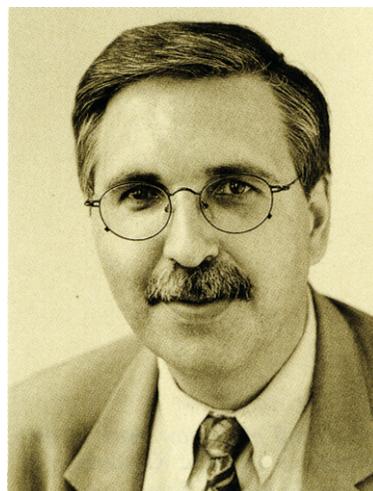


The new beginning demanded tight leadership, which we entrusted to the experienced and purposeful Karl Hauck. We have held firmly to our promise, out of inner conviction, to conduct Birkhäuser Verlag as a purely Swiss enterprise that is still solely responsible for planning and realizing its publishing program. We were thus able within a very short time to allay the fears of many authors, particularly in the mathematics field, that Springer-Verlag would interfere in the life of the firm in Basel and would incorporate certain themes and series into its own program. On the other hand, it was very important to us – and this was one of the basic reasons for our efforts to acquire Birkhäuser – to have such an enterprise, renowned within Switzerland as well as internationally, tied into our corporate group. The principle of autonomy has proven to be an advantage rather than a hindrance. It suited us perfectly to have such important editions as those by Leonhard Euler or by the Bernoullis, which were difficult to realize from an economic point of view, nevertheless among the ranks of our publications in the overall field of mathematics. K. Hauck retired on September 1, 1990, having already ensured a positive balance again in 1986. On July 1, 1990, the management of Birkhäuser Verlag was taken over by someone from within the firm, Hans-Peter Thür.

The administrative board, constituted in March 1986 and unchanged since then, consists of Heinz Götze, chairman; Konrad F. Springer, co-owner of Springer-Verlag; Claus Michaletz, co-owner of Springer-Verlag; Dietrich Götze, member of Springer-Verlag. Swiss members of the administrative board are: the attorney Hans Niederer, for whose expert and experienced advice in all our activities in Switzerland – including the case of the firm Freihofer – we are very grateful; Alfred Pletscher, president of the Swiss Academy of Medical Sciences, formerly president of the Swiss National Fund for the Promotion of the Sciences and onetime director of research at Hoffmann-La Roche AG; Beno Eckmann, formerly professor of mathematics and chairman of the Research Institute for Mathematics at the ETH Zurich; Hanspeter Kraft, professor of mathematics at the University of Basel and chairman of the Mathematics Institute there; Urs Burckhardt, chemist and president of the Euler Commission of the Swiss Academy of Natural Sciences.

From October 1984 until June 1990, the Birkhäuser Verlag was located at Ringstrasse 39 in Therwil, near Basel. Since June 1990, the departments of editing, sales, and marketing, as well as production, have been at Klosterberg 23, while accounting, EDP,

243 *Hans-Peter Thür (1951) has managed Birkhäuser Verlag in Basel since 1990.*





244, 245 *The Birkhäuser signets designed by Jan Tschichold in 1943 and Max Bollwage in 1988.*

distribution, and the warehouse are at Salismattenweg 68 in Biel/Benken, also near Basel. The headquarters of the publishing company Birkhäuser Boston is at 675 Massachusetts Avenue, Cambridge, Mass., USA. In 1991, Birkhäuser had a total of 69 employees.

In 1988, as a sign of our connection, Springer-Verlag presented to Birkhäuser Verlag a new company signet, designed by Max Bollwage of Stuttgart and based on the idea of the old signet by Jan Tschichold (1943). For the anniversary of Springer-Verlag, Birkhäuser paid us its respects by publishing an edition of letters written by Julius Springer to his Swiss author Jeremias Gotthelf [HOLL].

Birkhäuser is the largest scientific publishing company in Switzerland today, with the clear objective of serving Swiss science. Content and technical quality of the production are of the highest standard. The publishing program includes scientific publications – books and journals – in the following areas: mathematics (among others, editions of works by Euler and Bernoulli), history of science, life sciences, physics, and engineering science. New programs are being developed, such as pharmacy, toxicology, and chemistry. In the nonscientific area,



246 *A staff of 46 now work in the Birkhäuser office at Klosterberg 23 in the old part of Basel.*

the publisher serves the fields of architecture and the natural sciences with a nonfiction trade program.

To close, a brief overview follows of the number of Birkhäuser publications that have appeared in Basel and Boston since the takeover by Springer-Verlag:

	1986	1987	1988	1989	1990	1991	1992
Books	110	125	132	148	160	175	183
Journals	21	22	22	22	26	28	32

## ZURICH · FREIHOFFER

The bonds connecting Springer-Verlag and its owners with Switzerland are old. Julius Springer, the founder, received part of his education in Zurich [HS: p. 2 f.]; his son Ferdinand studied in Berne [HS: p. 79]. Julius Springer Sr. became the publisher of the Swiss author Jeremias Gotthelf. Ferdinand Springer Jr. spent part of his apprenticeship at the bookstore Schmid & Francke in Berne [HS: p. 156]. His son Konrad has personal ties to Switzerland as well; from 1946 to 1948 he lived in Lausanne, and from 1956 to 1963 he studied and received his doctorate in Zurich [MICHALETZ].

Up to that point, the sales of our books and journals followed the normal, familiar book-trading channels, and this included distribution by the publisher within Switzerland. The latter was handled until 1974 by the Verlag für Wissenschaft, Technik und Industrie AG in Basel, owned by Lina Gloor-Vonesch, which had worked only for Springer-Verlag up to that year. Our good contacts with the Swiss universities and clinics and the lively interest in our production in general made us think that it might be advantageous to have our own book-trading enterprise in Switzerland. At Universitätsstrasse 11 in Zurich, the present location of our medical and natural sciences bookstore Freihofer, once stood the bookstore Oberstrass, which was bought from the owner S. Launer on April 1, 1955, by Hans and Veronika Freihofer. As the years went by, the Freihofers founded a second bookstore at Rämistrasse 37, with departments for medicine and psychology (“Humana”), reflecting their personal interest especially in psychology. To relieve some of their burden, they sold

the business at Universitätsstrasse 11 to Max Hölzle in 1967. He was permitted to keep the name, but he later transformed the firm into a Freihofer AG (stock corporation) which concentrated on the natural sciences and technology. We purchased this bookstore on January 1, 1975, and exactly 1 year later, we were able to take over the business at Rämistrasse 37 as well, from H. Freihofer directly. Both firms were united as branches of our book-trading firm in Berlin, Lange & Springer. Rainer Gösken became business manager as of January 1, 1975. The Freihofer AG handled the distribution business for several German publishers, so it made sense to take on Springer's distribution in Switzerland ourselves as well.

Following the acquisition of the bookstore at Rämistrasse 37, the entire administration, including distribution, warehousing, and finances, was moved to a newly rented office at Granitweg 2. Finally, there was another addition on January 1, 1981, consisting in a small store in the vicinity of the private school Institut Juventus, serving almost exclusively the needs of the pupils and faculty members.

The Freihofer firms, now united in a practical way, seemed well prepared to successfully fulfill the tasks ahead. Precisely at this time, however, student bookstores were founded, accepted by the Swiss Booksellers' Association and cooperatively organized, for instance, the bookstore in the polytechnical school, called "Poly-Buchhandlung." These bookstores, which appeared first in Zurich and later also in Berne and other Swiss university cities, had space placed at their disposal by the universities at no cost, kept practically no stock at the beginning but concentrated mainly on the rapid turnover of textbooks, and were managed by students who had no training in the book trade. Because of their low overhead costs, they were able to sell books at considerable discount. In the meantime, these firms have become normal members of the association and are managed professionally according to the rules of the book trade.

In addition to all this, problems arose with the libraries regarding journals, due mainly to differences in the rate of exchange between the Swiss franc and the US dollar. The result was that the libraries purchased more and more from the American publishers directly. Owing to similar worries, we had opened a Lange & Springer purchasing office in New York in 1977, which was occasionally used by Freihofer in Zurich and Minerva in Vienna, as well. This enabled us to combine the advantage of purchasing directly with more rapid delivery to

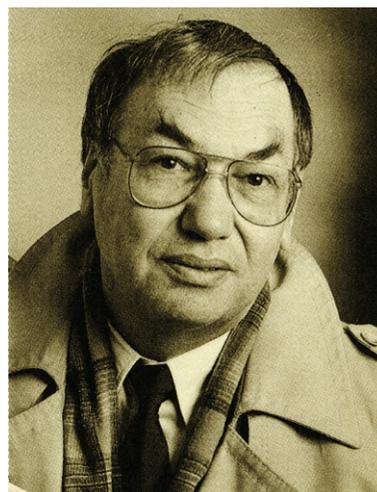
our clients. The costs of these activities were high; success was limited. All of the above-mentioned difficulties, the vigorous price competition, and certain weaknesses in management demanded urgent improvements regarding organization and personnel. We finally succeeded in signing on Gottfried Bürgin as the new manager for Freihofer AG; he took over from R. Gösen on January 1, 1982. The administrative personnel had moved in the meantime to Weinbergstrasse 109. Business operations were improved, including the introduction of an EDP system. Thus began a phase of upward development, which, after a delay of more than 5 years, brought us closer to the objectives we had set at the start. Personnel changes included a new distribution manager in 1984, in the person of Ferdinand Koller.

The physical state of the properties required renovation at the Universitätsstrasse address in 1982 and then complete reorganization of the store at Rämistrasse 37 in 1985/1987. In 1990, the store on Universitätstrasse was enlarged and newly furnished. The administrative office also required more room and was renewed and enlarged in 1990. Under the expert management of G. Bürgin – assisted by F. Koller and, since 1989, T. R. Boos – the firm of Freihofer AG has grown into a healthy, attractive bookselling enterprise in Switzerland; it is probably the largest purely scientific bookstore in the country. In the context of its distribution activities for publishers other than Springer-Verlag, it looks after the interests of the Bibliographisches Institut Wissenschaft, Perimed, Gustav Fischer, Teubner, Oldenbourg, BLV Verlag, Wolfram's Fachverlag, and Werner-Verlag.

At the end of 1991, the staff of Freihofer AG numbered 50 employees. The administrative board consists of: Heinz Götze, president; Konrad F. Springer, delegate; Hans Niederer, vice president; Claus Michaletz, Peter Schindler, Beno Eckmann, and Rolf Nöthiger as members.

## BARCELONA · SPAIN

The cooperation between Springer-Verlag and Spanish publishers goes back to the nineteenth century. It concerned primarily the sale of translation rights for Spanish editions of Springer books; up to the First World War, these were primarily medical and technical titles. The oldest existing contract we



247 Gottfried Bürgin (1929–1995) has managed Freihofer AG since 1982.

*Licensing Business with Spain*

have been made with the publishing house Seix in Barcelona in 1885, regarding the reputable textbook on the special pathology and therapy of internal diseases written by Adolf Strümpell, published at that time by the firm of F. C. W. Vogel in Leipzig, which was taken over by Springer in 1931. The first Springer-Verlag edition appeared in 1934. In 1908, Seix bought the translation rights to the four-volume *Handbuch der Kinderheilkunde* (Handbook of Pediatrics, published 1906–1930 by F. C. W. Vogel, 1931–1940 by Springer), edited by Meinhard von Pfaundler and Arthur Schlossmann and known as the “Pfaundler-Schlossmann” for short. The good reputation that German medical works enjoyed throughout the world in those days was the reason for the interest on the part of the Spanish publishing company, which could also count on considerable sales in the Spanish-speaking countries of Central and South America. These exports were carried out, to a certain degree, on a barter basis, with no exchange of cash involved – a business practice which would hardly have been possible from Germany.

In the 1920s, the firm Editorial Labor of Barcelona entered the scene for the first time. It was to be our principal partner in Spain for a long period. It was headed by Georg Wilhelm Pflieger, who stemmed from the publishing city of Leipzig. He had founded Editorial Labor with Josep Fornési Vila on April 16, 1915, and he managed the company up to his death on August 20, 1961. Thereafter, there was a remarkable increase in the number of licenses granted for technical-scientific titles, although medicine continued to predominate. Almost half of all translation contracts concluded between the two world wars were with Editorial Labor, and more than 50 % of these were for medical titles.

In addition to Editorial Labor, the firm Espasa Calpe became more active, and in 1925, Editorial Científico Médica appeared on the scene for the first time. The permissions business was slow in getting started again after the Second World War; not until 1950 was there cooperation on a regular basis, and this was further developed until 1960 by P. Hövel in Berlin. Thereafter, W. Bergstedt in Heidelberg took over the department of rights and permissions, which gained in importance in the framework of the necessary economic exploitation of all subsidiary rights. In the 1950s, the proportion of Spanish publishing companies with translation contracts was remarkably large, at 37 %; this was probably due mainly to the fact that they were able to pick up the threads of the lively contact that had existed during the

prewar years. Almost two thirds of these contracts were with Editorial Labor. After Pflieger's retirement, this company became less dependent on translations, reflecting – here, as elsewhere – the change in the reputation of German science internationally. Between 1950 and 1968, medicine accounted for approximately 40 %, technology for about 33 %, of all Spanish translations of our publications.

Toward the end of the 1960s, we had developed a good working relationship with Editorial Científico Médica (ECM) in Barcelona, mainly because of the expert understanding of the manager, Enrique Sierra. The owner of the firm was J. Flors. Between 1969 and 1977, the rights for 79 medical titles went to ECM. This increased the proportion of medical books among the Spanish translation licenses granted by Springer-Verlag to almost 70 %.

In the middle of the 1970s, ECM merged with the firm Editorial Dossat, which also belonged to J. Flors. The new company, Editorial Científico Médica-Dossat S.A., operated from Madrid and was controlled financially by Flors, who depended to a large extent on the new manager Eugenio Barrera. E. Sierra in Barcelona remained in the role of advisor. Our working relationship was now based on different calculations, as the new publishing company did not want to carry the risk alone. In the period 1977–1978, 15 co-production agreements were concluded.

In 1978, W. Bergstedt turned over the rights and permissions department to B. Grossmann. During the 1980s, our relations with ECM-Dossat were terminated because of unsatisfactory sales and failure to settle accounts.

From 1978 to 1992, 124 translation agreements were concluded for Spanish license editions, tendency decreasing, while at the same time there was an increase in the number of non-Spanish licenses granted. Medical titles accounted for about 50 % during this time. If we summarize the development of license contracts with Spain between 1950 and 1992, there were a total of 387 translation agreements – an average of nine per year; 52 % of these titles were in the field of medicine, 20 % in technology, 12 % in the natural sciences, and 8 % in mathematics. These figures include a small number of Spanish-language publishers in Latin America.

*The Outlook  
in South America*

Along with the granting of licenses, which contributed mostly to covering our overall costs, beginning in 1970, we tried to improve our sales in South America by representing ourselves. Up to then we had depended on direct contacts with booksellers such as Carlos Hirsch in Buenos Aires. Canuto/Wolff in São Paulo, Triangulo/Ernesto Reichmann in São Paulo, Aõ Livro Tecnico/Reynaldo Bluhm in Rio, and Kosmos/Geyerhahn in Rio. At the beginning of the 1970s we were represented by Claudio Rothmüller, 2 years later by Germán Casas Ruiz in Caracas, but this arrangement, too, brought only a negligible improvement in our exports to this continent, with its characteristically high inflation and interest rates. At the beginning of the 1980s, we returned to handling this market from Berlin. From 1985 to 1992 we were assisted to some degree by Michael Bates of the Inter Book Marketing Services in Rio de Janeiro. The South American continent remains for us a relatively limited market.

*Barcelona*

The tendency toward a common European domestic market that became recognizable near the end of the 1970s took on concrete shape in 1986 with the decision to do away with customs boundaries within the European Community as of January 1, 1993. This was an effective confirmation of the strategy that Springer-Verlag had been following since the 1960s of founding pan-European scientific journals. This conformed increasingly to the desire of the scientific world for a closer exchange of ideas within Europe. It also made perceptible the European contribution to worldwide scientific progress – alongside the great achievements of North America. The international sales and editorial network of Springer-Verlag, which had further expanded in the meantime, was in the position to handle the circulation of pan-European journals on a global basis.

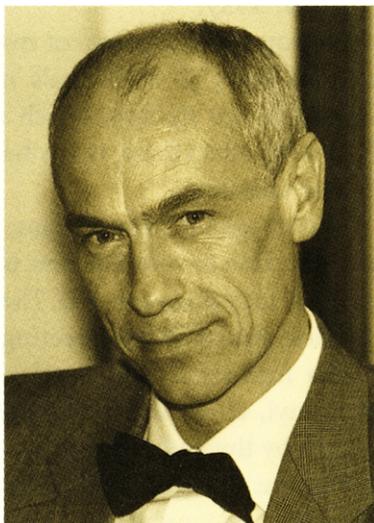
In conformance to the European concept, branch offices in Spain and Italy were a logical consequence to the founding of branches in London and Paris. These deliberations led to the founding of Springer-Verlag Ibérica in Barcelona in 1990, which is headed by Antonio Tendero. We expect to see a positive development in this land, so rich in history, and also contemplate promotional cooperation between Spain and its “Latin sisters” France and Italy. Moreover, the founding of this branch opens for us an avenue to the Spanish-speaking countries of Latin America.

## MILAN

After we had made the move to establish ourselves in Barcelona, in the year of our anniversary, 1992, we sought ties with Milan, representing as it does the economic center of Italy, a scientifically, industrially, and culturally alive, characteristically European country. Madeleine Hofmann-Wenzel manages the office in Milan, supported by Thomas Thiekötter and Georg Ralle in Heidelberg.

The founding of the business office in Milan served to complete our efforts to develop the European market. It is designated as an independent publishing enterprise according to Italian law.

There are important reasons for this: Italy is one of the five large industrial nations of the Western world, and it has key chemical and pharmaceutical industries. The scientific potential of this country is correspondingly significant. The universities in Rome and the Scuola Normale Superiore in Pisa have special roles to play in this respect. Italy currently has 58 universities with a total of 1.1 million students. There are 19 medical faculties. In line with these circumstances, Springer-Verlag already has approximately 800 authors in Italy, and 250 of them are active in the medical field. These statistical facts have their basis in the old scientific and cultural tradition of this country, which, together with Greece, represents the cradle of Western civiliza-



248 Pharmacologist Madeleine Hofmann-Wenzel (1951) has been head of the Springer office in Milan since it was founded in January 1992; the responsibility in Heidelberg lies with (249) Thomas Thiekötter and Georg Ralle.

tion. It should be mentioned here that Italy is the country with the proportionally most generously endowed library budget in Europe, a fact that makes it an important market for publishers.

## BUDAPEST

Springer-Verlag's publishing ties with the large epicenter of the old Danube monarchy go back quite far. The firm Kultura was our business partner from 1945 until the end of the state-controlled trade system in 1990. Thereafter, the state-run enterprises were transformed into private companies. Our author and editor Géza Csomós, head of medical research for the firm Madaus in Cologne, secured us contacts with the publisher Medicina in Budapest. Along with several other fields, this company promoted primarily medicine, with the leading Hungarian weekly *Orvosi Hetilap*, edited by Janós Féher. Our endeavors to acquire this publishing house failed because the government did not permit any majority interests in or takeover of a Hungarian enterprise by a German partner. Thereupon, we planned to found our own branch office in Budapest. On August 31, 1990, the charter of foundation was signed, and on October 30, 1990, the name Springer Kiado Kft. was registered; this was changed in December of the same year to Springer Hungarica Kiado Kft., i.e., Springer-Verlag Hungarica GmbH. The managing director is István Arky.

250 István Arky (1932), manager of Springer-Verlag Hungarica since 1990.



Fortunate circumstances made it possible to take over substantial parts of Medicina's medical program, including the weekly *Orvosi Hetilap*, which was offered to us by its editors. Following alterations, it has become the showpiece of the publishing company.

Work began in January 1991, in provisional rooms taken until we were able to rent our new office in April 1991, at Wesselényi utca 28, 1075 Budapest VII. The official opening coincided with the first stockholders' meeting on May 22, 1991.

The first book title, *Duplex Ultrahang*, by P. Burns, Zoltán Harkányi, et al., was published in May 1991; 52 titles had appeared by the end of 1992. Two journals complete the program, and more are expected. Besides its focus on medicine, the company also publishes in the natural sciences and mathe-

matics. Hungary has always had a significant author potential in these fields.

Along with the accessory departments of promotion and sales, the organization of conventions and seminars is an additional field of activity. A permanent exhibit helps to familiarize Hungarian physicians and scientists with Springer-Verlag's international production. Close contacts with libraries are possible through cooperation with Springer-Verlag Wien and Minerva Wien. The Springer branch in Budapest currently employs a staff of 36, including the editorial department for journals.



*251 This building became the domicile of Springer Hungarica Kiado Kft. in May 1991, with 25 employees.*