



On Topic

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We hope you enjoy this issue of *On Topic*, Sheridan Journals' new e-newsletter to journal publishers. With each quarterly issue, our goal is to deliver timely and newsworthy information to the journal publishing community. Please feel free to [contact us](#) with any questions or comments.

This newsletter is brought to you by:

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On the Horizon



Enhancing the Real World — and the Reader Experience — with Augmented Reality

New technologies are combining virtual and real worlds. Publishers and educators can tap into augmented reality technologies to [enhance the value of publications or create a more effective learning experience](#).

Above and Beyond

The Sheridan Journal companies pride themselves on customer service. **Read how** we've recently gone above and beyond to ensure the success of a client.

One Cool App

Evernote for iPhone and iPad lets users create notes, snap photos and record voice memos that they can then access any time from their iPhones, iPads, computers, or the Web.

[Available from the App Store.](#)

Where to Meet Us

Connect with Sheridan Journals! **Click here** to view our planned attendance at upcoming industry events.



Take Content on the Road

With the jump in the number and variety of mobile devices, readers want access to content anytime, anywhere. To keep up with demand and competition, journal publishers are exploring [new avenues for reaching readers through mobile technologies](#).

Working Smarter



QR Codes Take Reader Engagement to the Next Level

If you're looking for ways to get readers to interact with your content, add value and increase reader contact, [Quick Response technology may be the answer](#).

Need to Know



Integrating XML: Streamline Your Workflow, Diversify Your Publication

The flexibility of XML can [streamline the process of converting your print publication to a digital format](#).

History Repeats

Do you ever wonder how subjective our perceptions of literature are? A **[bold experiment](#)** tested those perceptions.

Quote of Note

From a publisher of a Chinese economic journal:

"We have read your manuscript with boundless delight. If we were to publish your paper it would be impossible for us to publish any work of a lower standard. And as it is unthinkable that, in the next thousand years, we shall see its equal, we are, to our regret, compelled to return your divine composition, and to beg you a thousand times to overlook our short sight and timidity."

Source: <http://www.writingclass.es.com/InformationPages/index.php/PageID/341>