

kleanthes Verlag für Medizin und Prävention GmbH & Co. KG

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“kleanthes Medicine and Prevention Publishing” is on its way to becoming an international publisher of scientific books and guides.

kleanthes uses the following mix of quality features and unique characteristics as a starting point:

- **Publisher as a service provider for editors and authors.** kleanthes sees itself as a cooperative, flexible and competent service provider for its authors, so that, together, author and publisher can reach as many interested parties as possible. kleanthes provides all the logistics services and professionalism of a publisher, leaving authors free to concentrate fully on content. kleanthes discusses with and supports authors, because formal editing is accompanied by comprehensive medical editing.
- **High quality print and layout, also in the fine-art printing sector, if required.** We provide the necessary and desired level of quality and precision, even for complex diagrams where subtle graphic patterns have to be reproduced.
- **Intensive search engine optimisation with a high Internet response.** We take care of every book and every author so that all authors and subjects get a chance. Take the example of Graz March 2012 (“Aktuelle Kinderschlafmedizin 2012” [current paediatric sleep medicine]). This book achieved an Internet response of 10,200 hits (Google) within three weeks. In the same month, more than 11,000 hits were recorded on one of kleanthes’ many domains on the kleanthes server. kleanthes has reserved kleanthes.de, -ch, -at, -eu, -tv, -asia, -nl, -es, -com, -info and additional domains for kleanthes so that this sphere is safeguarded and confusion and reservations by third parties are avoided to a large extent.
- **Certified professional translations.** When it comes to English-language publications, we work with international, certified translation companies that ask, for example, whether British or American English is required, before accepting the translator project. Furthermore, certificates are produced as proof for the author that the German version of their text corresponds to the original and that certified translators have been used.
- **Multilingual homepage and flexible, user-friendly shop functions with a high security standard.** The publisher’s homepage is currently being converted to a multilingual management system, because we are now recording numerous hits from Asia (Russia, Ukraine, China and Japan) and the USA, Spain and Italy, as well as hits from Germany, Austria and Switzerland. The publisher’s shop functions will also be adapted to the latest service and security requirements as part of the multilingual management system.

- **Licensing, trademark law and tax law questions** are continually updated by kleanthes by involving specialised law firms and tax inspectors and auditors.
- **The law on fixed book prices is consistently adhered to and, as part of this, we pass on all advantages to the buyer (such as subscription price, bulk prices, up to 10% price reductions for libraries). It goes without saying that we are affiliated to the voluntary reference system of the German Publishers and Booksellers Association (directory of books that can be supplied), which ensures unambiguous price transparency.**
- **More than 1,200 bibliographical citation formats from the spheres of medicine and psychology (Endnote/Thomson & Reuters).** When it comes to literature administration of bibliographical directories, we work with the globally established software Endnote X3 from Thomson & Reuters. This, for example, allows an author's bibliography of 78 entries to be converted into kleanthes style in just a few seconds, in text and in the index. More than 1,200 established citation styles have been implemented in the software. kleanthes has developed its own style that satisfies, in particular, the need to name each author as well as each co-author, designs the text legibly and ensures a clear graphic difference between bibliographical information and footnotes.
- **We buy licences for modern and classical works and incorporate international design trends into scientific book design.**
- kleanthes consistently expects and maintains **sustainable environmental standards** in book production: alcohol-free print, chemical-free preliminary stages, plant-based printing inks, high quality 100% recycled paper with FSC certification, climate-neutral print by offsetting the CO₂ emissions produced during book printing. In accordance with the Kyoto Protocol, this takes place in sustainable, certified projects in developing countries, e.g. for wind turbines with tilt technology in New Caledonia or for a reforestation project in Africa). kleanthes itself has converted to natural power, i.e. it does not use any electricity from nuclear or carbon power stations. kleanthes only uses electricity from hydro power plants, wind and solar systems from Germany and Austria.

But above all, we enjoy subtle yet visionary and stunning book production! We are interested in dense content and high quality layout so that the text is easy to read. At the same time, the printed book becomes a template for the aggressive online presence of the title, the topics, the editor and the authors so that readers not only acknowledge the books' topicality and appropriate price-performance ratio, but also enjoy picking up kleanthes books.

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