

## EDITORIAL

All new biomedical journals face a catch-22 dilemma. Authors do not want to send their best work to a journal that no one reads, and no one reads a journal that doesn't contain good articles. This situation is understandable, and is not too different from that faced by a new bone marrow transplantation program. No one wants to be transplanted in a program that has no track record—so, how does one achieve a track record without doing the first transplant? To become a first-line journal the publication of excellent articles is imperative, and attracting such papers is the hurdle that must be overcome. In the absence of special incentives to send their best work, investigators do not want to be among the first to send their outstanding science to a new journal. *BCMD*, however, offers a special attraction that has given it a very good start: very rapid publication. Moreover, we have a stellar editorial board that has been highly supportive of our journal.

Nineteen ninety-six was a good year for *BCMD*. We published 41 original manuscripts, commentaries, and tabulations of “Hematologically Important Mutations” in 316 journal pages. These contributions were selected by our distinguished board of editors from among a large number of submissions. The average time between acceptance of a paper and its publication in *BCMD* remains one week, an irreducible minimum for a journal that is published twice a month.

The editorial philosophy of *BCMD* is very similar to that of the *Proceedings of the National Academy of Sciences, USA (PNAS)*. It holds that scientists who have achieved a certain level of accomplishment and recognition in their field (membership in the National Academy or election to the presidency of the American Society of Hematology) can be trusted to be the best guardians of their own reputations. It is my hope and my vision that ultimately *BCMD* will deserve to be viewed as the “*PNAS* of hematology”.

We begin the third year of *BCMD* with a partner, Academic Press, a giant in the world of biomedical publication. Until a few months ago I served not only as editor but also as publisher of *BCMD* under the aegis of the non-profit Blood Cells Foundation. Although I recognized that we could hardly expect contributions from those who had never heard of *BCMD*, it was also apparent that we lacked the personnel and the know-how to promote the journal. Moreover, although our journal was one of the first to be accessible on the internet, we were not in a position to implement the latest advances in internet technology. Academic press has a team of experts that currently publish 178 journals on their IDEAL system (<http://www.apnet.com/>). I am confident that together we will realize the full potential of *BCMD*. To do so, we must continue to receive excellent papers, and I invite our readers to consider *BCMD* for rapid publication of their best work.