

Why Publish in *Organic Process Research & Development*???

My editor, Trevor Laird, must have wondered if I had gone completely daft when he read the title to this editorial. Do not we want scientists to send us their work? Nevertheless, there is an explanation.

I recently noted the genesis of a new journal, the *Journal of Flow Chemistry*, which will no doubt get some of the manuscripts we would like to publish. We applaud this opportunity for good scientists to publish their work inasmuch as we are disappointed that we may lose some manuscripts to it. New journal introductions seem to be accelerating. For instance, our ACS sister journals such as *ACS Catalysis*, *ACS Combinatorial Science*, *ACS Synthetic Biology*, and others are relatively new. Indeed, *Organic Process Research & Development* (OPRD) is not much older, having been born in 1997. Nearly all of these new journals mark off turf that used to be included in more inclusive journals such as the *Journal of the American Chemical Society* and *The Journal of Organic Chemistry*. Perhaps this is a good thing as scientists know what they will find when they metaphorically flip open the journal. Still, why not publish in journals that define a narrower slice of the chemical world as compared to OPRD? Essentially, if you are a process scientist, you do not want to reach just that subset of scientists that are doing exactly the same sort of work as you. Rather, your target audience is the community of process chemists, engineers, analytical chemists, research managers, toxicologists, and many others involved in the art of bringing an invention out of the lab and into the world where it can do some real good. It is these people who will understand the elegance of your work that finds the exact solvent mixture that produces a high yield of a pure crystalline intermediate, who will understand your work of defining a design space, or who will understand your thoughts behind proving the mechanism of just why a particular impurity forms. A reader may realize that one of your ideas is exactly what they need to solve their problem, or maybe reading your work leads someone to that brainstorm that finds a way to adapt an old concept into a new application. This is the place from which true breakthroughs emerge, and the idea that was sparked from your work can now perhaps save lives, protect crops, or improve our lives in general.

Sometimes it makes sense to target a specialized journal; it all comes down to understanding your audience and whom you really want to reach. However, even when the chemical and engineering publishing world has been so segmented that every conceivable subcategory has its own boutique journal, it still makes sense to bring your work to OPRD since you reach the whole process family. We are very proud that no other journal competes with our focus on all aspects of process excellence, and that is why, if your *raison d'être* is the development of exquisitely beautiful processes, OPRD is waiting for you.

Jaan Pesti, Associate Editor