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Chapter 10
Akademie-Verlag Berlin. Academy Publishing Tradition in Eastern Europe

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In the time after WWII up to the break-down of the communist system in Eastern Europe the academy presses of the Eastern European countries enjoyed a great significance in their respective countries. The history and role of the "German Academy of Science in Berlin" is touched upon, as well as the international context within which the Academy found itself. The founding of Akademie-Verlag took place in 1946. The early history and publication milestones are described. The number of journals grew from the first business year's 5 to 60 in 1989. Humanities publications and carefully prepared new editions of classical works received international recognition. International cooperation and sales systems are described in the final part.

During the time between WWII and the break-up of the communist system in Eastern Europe, the Academy publishers of the Eastern European countries assumed a remarkable importance for the development and dissemination of the scientific book and the scientific journal in their respective countries.

In this chapter, Akademie-Verlag, Berlin will be described as an example. Along with the Russian Academy publisher "Nauka", Moscow, Akademie-Verlag achieved the largest international circulation. The title already gives an indication: the history of the publishing house is inextricable from that of the Academy, or, more precisely: with the history of the "Deutsche Akademie der Wissenschaften in Berlin".

On July 1, 1946, Berlin was still not divided, but as a result of the War was a highly damaged four-sector city. The Academy was reopened on the basis of Order Nr. 187 of the Soviet Military Administration. This was the successor of the former Prussian Academy of Sciences and it had scientists from all parts of Germany as its members.

The art and function of science academies adapt themselves to the given political and societal circumstances. The contents and scope of tasks clearly depend on the kind of society in which they operate, the structure and organisation of the

total scientific and research potential of the countries in question, as well as upon the science policy of their governments. This can be seen in the history of the various academies in the past as well as in our time, and was also the case of the Prussian Academy in the times of the Monarchy, the Weimar Republic and the "Third Reich".

Due to the universal importance of science and research for the economy, society and state governments are keen to support promising research projects and science based companies. Therefore, most countries have specialist ministries or institutions on a federal or central level, for science and education. These instances finance research projects of central importance to the state, and they make use of national research councils and other suitable bodies to obtain a professional selection, evaluation, steering and state financing to be able to undertake sponsored research. For example, Conseil National de la Recherche Scientifique in France, Consiglio Nationale delle Richerche in Italy, Deutsche Forschungsgemeinschaft in Germany and National Academy of Sciences in the US.

The Academies of science assume different positions in the system of state steering of science and research. In some countries they have responsibility regarding the area of basic research concerning distribution of funding as well as with international exchange. In socialist countries the Academies of science were given special planning and coordination functions for research in their countries — modeled upon the Academy of Science of the USSR.

With the reopening of the Berlin Academy in 1946 it lost the traditionally "pure" line of a learned society. The statutes of 31.10.1946 had already made it legal to set up and maintain research institutes for specific problem areas. Thereby it began to realize a request made in 1930 in a pro-memoriam by the Prussian Academy of Sciences.

In this way, with the statutes of 1946, the Academy took the step towards integration of research institutes. This laid the foundation for its later expansion to the central science and research institution, which it became in the perspective of the political division of post-War Germany and as a result of the societal development in the Soviet occupation zone and the G.D.R.

The basic change of the socio-economic structure of the national economics in the Soviet Occupation Zone created a science and research institution which was tailored for basic R&D in service of industrial R&D and production. The results of this institution would incorporate industry in applied research. The transformation of key industries into state-owned enterprises was thus supplemented by the formation of a state-directed science and research institution.

Historically the DAW in Berlin became a legacy of ideas of Leibniz, Wilhelm

von Humboldt and Harnack. Under pressure and in recognition of the increasing division of Germany, it strove to become the science institution for the G.D.R. alone, though earlier scientists had aimed for a German Academy.

The fact that many results of research find their way to application (in society) through publication in books and journals had always caused scientific bodies to look for suitable publishing possibilities. It is therefore understandable that important academies realize their publication needs through the establishment of their own publishing houses. The lines of tradition are of different length here. If you look, for instance, at the publishing house of the Russian Academy of Science, Nauka, or at the Hungarian Academy-Publishing house, the years of foundation go back to the beginning of academy tradition in these countries.

For Akademie-Verlag, Berlin, this line started shortly after the re-opening of the academy. Earlier, the Berlin Academy had not published proceedings of its research in its own publishing house. Immediately after its re-opening the Academy made preparations for the establishment of its own publishing house.

It was therefore natural that a Publishing House of the AdW was established, and on 23 December 1946 the Akademie-Verlag Berlin GmbH was registered in the Chamber of Commerce. In the statutes we read: "the aim of the company is to publish scientific works and writings from the fields of the German Academy of Science of Berlin and other scientific institutions".

At the start of the company the Academy had a very direct influence on its production. Its work was dependent on approval by scientific council, which consisted of five members of the Academy and the company director. Without the unselfish assistance and support by established scientists of the Academy it would not have been possible for the company to establish its reputation in such a short time.

Until the founding of the Academy's own company it entrusted the publishing activities of its scientific endeavors to different publishers. Now these activities became concentrated in Akademie-Verlag.

In rapid succession and in parallel to the re-establishment of research and teaching, book series were added from Academy committees or newly founded institutes or sections. Serials and above all editions of the fields of academies, not only the Berlin Academy, annuals and monographs resulted in the programme's fast growth. Agreements with the Saxon Academy of Science in Leipzig, the Mining Academy Freiberg and later also the Agricultural Academy of Berlin and numerous university institutes contributed to this.

On the 250th anniversary of the founding of the Academy the first volume of the Leibniz collected works edition produced after the War was presented. Participating in this collection were the DAW in Berlin and later also the Leibniz

archives in Hannover as well as the Leibniz research institute in Münster.

Leibniz, the founder of the Academy, was commemorated in the logo of the publishing house designed in 1957. The profile of the head surrounded with his maxim Theoria cum Praxi became the inexchangeable logo of the Akademie-Verlag.

The proximity to the Academy facilitated access for the company to leading scientists at home and abroad, which was a great advantage after the foundation of the G.D.R. in 1949 and the coming of the Cold War. The company soon became an appreciated and sought after partner by many scientists.

Intensive effort was expended on the scientific journals section from the start of publishing activities. In the first year of business, in 1947, five journals were commenced. Among these was the abstracting journal *Chemisches Zentralblatt*, the journal *Astronomische Nachrichten* and the Academy publication *Deutsche Literaturzeitung*.

Most significantly, as could be expected, came the dominance in physics and Medicine. "The other sciences layered themselves more and more along the page of the book", as Wilhelm Oswald remarked already in 1905. Also his observation 80 years ago about the growing trend towards journal publishing is extremely valid. "This is because today, much more than earlier, the individual — facing the flood of knowledge in his field — is in need of securing his discoveries through publication. This is easiest done in the form of a short journal article". What Oswald only barely could foresee was the rise of abstracting services to a necessary tool for scientists, giving them an overview of international literature on their specialty in the easiest possibly way.

As publisher of *Chemisches Zentralblatt* (since 1950 in collaboration with Verlag Chemie, Weinheim), the *Physikalische Berichte*, the *Technisches Zentralblatt* as well as the *Landwirtschaftliches Zentralblatt* the company assumed significant advantages in publishing capabilities of scientific documentation in the 1950's and 1960's.

The *Chemisches Zentralblatt* represented a complete tutorial for all branches of pure and applied chemistry. It was founded in 1830 by the psychophysicist G.T. Fechner and was published 1897–1945 by the German Chemical Society. After 1945 the DAW Berlin took over its publication, later (from 1950) assisted by the following institutions: the Academy of Sciences in Göttingen and the Society of German Chemists, and from 1954 the Chemical Society of the G.D.R.

The *Chemisches Zentralblatt* had become an indispensable tool for chemists active in research or industry, and provided the basis for all research in the field of chemistry. Also, patent offices used this means of documentation to establish priorities. The 230 pages thick weekly of the *C.Z.* gave information on the latest thoughts and investigations in the various sub-fields. It reported from 4,000 jour-

nals, and, moreover, the *C.Z.* with its annual 16,000 pages was also considered the information source for patent descriptions: it covered 36,000 patent documents annually.

In addition, book production from all over the world was covered through bibliographical references and reviews. Finally, every five years a general index was published. With this, the chemist had a reliable coverage of publications during a large span of time. The index contained yearly 4,800 printed pages.

Attempts to create an information source for the engineer and technician, which would provide the same source for all branches of technology as *C.Z.* did for chemistry, were realized through the founding of the *T.Z.* Similarly, the *L.Z.* contained abstracts of all works published worldwide in the areas of agriculture, forestry and veterinary medicine.

Characteristic for virtually all journals of the publishers was the fact that the responsibility for the contents was not only in the hands of an Editor-in-Chief or Editorial Board, but also shared through additional Advisory Boards. The trend towards internationalization was yearly carried to a higher level. A sign of this was that the original German titles of journals were changed into Latin or English ones. With these title changes the basis was laid for an internationalization of publishing activities. At the same time the transition towards a predominantly English publication language was implemented. The internationalization of the Boards contributed significantly to expand the geographic basis for submission of articles and to make the international character of the journals more visible. An important proof of value of a journal is its international sales. This developed very positively, also outside Europe, and thereby provided a significant financial support in the development of a science journal programme.

As mentioned earlier, while 5 journals appeared in the first year of business, the number had grown to more than 60 in 1989. More than 20% of the scientific and professional journals of the G.D.R. were published by A.V.

The humanities programme of the company was internationally acknowledged, in particular, the carefully edited works of the German classics. These editions mainly contained the printed versions of texts, which the authors had published during their lifetime. The published result came from philological research as well as critical comparisons of texts. Every edition also contained an index, thus contributing to the variety of work done in archives and libraries.

Besides the continuation of collected works by Wieland and Jean Paul were the works of Georg Forster, the secular edition of Heinrich Heine, the works of Ludwig Feuerbach and others. After acquisition of publishing rights, the basic handbook of Karl Goedeke "Foundation of the History of German Poetry" was

enlarged and continued in a new series covering the period 1830–1890.

The publication of the works of Aristoteles in new German translation found an enthusiastic reception in the German language area. The linguistics programme was also a remarkable publishing achievement and in this one should mention the vocational and dialectical dictionaries. For instance, Poggendorff, Biographical-literary Dictionary of the Exact Sciences, …

In Germanic expert circles the *Dictionary of German Contemporary Language* in 6 volumes, published by the Institute of Philology of the Academy, was critically acclaimed.

Classical antiquity (history) has belonged for more than a century to the most actively developed areas of the Berlin Academy. Scholars like Theodor Mommsen, Hermann Diels, Adolf von Harnack and Ulrich von Wilamowitz-Moellendorff are closely connected with the history and development of this area. In 1955 the Institute for Greek-Roman Antiquity was founded, after which publications from this area assumed a significant part of the humanities programme. Authors were not the only members of the Institute, it included scholars from all over Germany and beyond. For instance, the series *CMG*, consisting of Greek Christian writers of the first Centuries, and "texts and research on the history of the early-Christian literature" has continued its activities, until today.

Besides journals and book series, the monograph had an appropriate place in every academic-publishing house. Companies tried continuously to keep high scientific standards for the publications of monographic work. This was a financial necessity, because printrun and price had to stand in harmony with printing costs and overheads.

A significant part of the monographs constituted translations from Russian into German. Knowledge of the Russian language in Western Europe was very poor and thus there were good opportunities for distributing monographs of Russian scholars with worldwide reputation. Scientists who had been educated at Soviet universites and Academy Institutes assisted the company in obtaining high quality scientific translation. In cooperation with Soviet authors and West German publishers, demands of the Western book markets were fulfilled. In this way translations of Gnedenko's text on probability theory and Landau/Lifschitz' on theoretical physics were compulsory readings in some of the German language universities.

The development of a book is a work-intensive process, in which author and editor both have their special roles. It is therefore of mutual benefit that the editor can already exercise influence in an early phase of the manuscript — given of course that he masters the publishing craft. The author expects the editor to have sufficient competence to turn a scientifically important manuscript as far as possi-

ble into a useful book. In reviews, the editorial quality of the works of AV was often praised. The downside of this was the large editorial time spent on each manuscript, which by necessity had a negative consequence in the price calculations.

In the 1960's the Academy as a scholarly community lost its bridge function in inter-German relations. The reason for this was that the USSR let loose its policy to create a neutral Germany and the G.D.R. leadership steered towards full statehood and international recognition. In 1972 the re-naming of the Academy into "AdW der D.D.R." and its natural legitimization as national Academy of the State G.D.R. followed.

This political development had significant influence on the programme of the company. Nevertheless, its publishing programme continued to have a remarkable significance in the scientific world.

The Academy publishers in eastern countries possessed their own graphics enterprises in counter distinction to other publishers. Also, the Academy of the G.D.R. had several printing plants which were primarily occupied with work for the Academy publishing house. This had a significant influence on quantity and graphical quality. Lacking new investment and spare parts, the machinery was soon insufficient to meet demands of the international book and journal market. Time between manuscript submission and date of publication became steadily longer and thereby reduced the competitiveness of the company's production. As a result of this situation the maximum number of published titles of 400 went back to less than 300.

The international book exchange, the export of co-publications as well as licensing had seen significant increases in the most recent decades. They became an important part of the publishing activity.

The scientist and author expects the publisher to secure not only national, but also international, access among expert groups and libraries for their research results, be it in book or journal article form.

Well established and functioning sales routines are a condition for successful trade in science publication. The most important condition for this is a well-developed promotional capability of the company for the current stock as well as for work in preparation — especially the specialized scientific title. Printed in a small edition, it is in need of worldwide distribution.

In the Eastern European trading area the company had close contacts with foreign trade companies, which possessed a state license for book imports. In particular, however, it had close relations with the Academy publishers of Eastern European Countries, which, like the Akademie-Verlag in Berlin, belonged to their Academies. This mutual support mainly concerned the organisation of book fairs in sci-

ence centers and distribution of catalogues and brochures to selected addresses.

Sales efforts were naturally concentrated in the German speaking areas. By 1948, shortly after the founding of the Akademie-Verlag, the company had appointed an agent in Stuttgart to represent its commercial interests in what was then the German West Zone. In 1952 the "Berlin Agreement" between both German states was reached and exchange of goods became the subject of state regulations. In agreement with the publishing house the agent founded his own company with the specific aim of distributing the publications of Akademie-Verlag in the F.R.G. In this way rapid fulfillment of orders from the Stuttgart warehouse was secured. For worldwide distribution, and in particular for non-German publications, the company made use of publishers in West Europe, USA and Japan. To mention a few typical examples: AP, ES, Sansyusya, Birkhäuser. Total sales abroad, including F.R.G., amounted to almost two thirds of the company's turnover.

The rise and development of the Berlin Akademie-Verlag between 1947 and 1990 occurred in a historic period. This was characterized by the repercussions of WWII, the change of political relations in Europe with the political partition of Germany into two states, the Cold War between the Western Powers and the USSR, the period of relaxation of political tensions in Europe and, finally, the collapse of the Socialist Society order in Eastern Countries and the dissolution of the USSR.

The publishing programme of the Akademie-Verlag, with 14,000 titles, and 64 journals from 25 science areas in humanities, natural sciences, medicine and technology, is an impressive reflection of current science publishing history.

At the beginning of 1991 Akademie-Verlag was privatised and lost its position as the leading science publisher of an entire region.

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