

## 40 YEARS OF PERGAMON PRESS, 65 YEARS OF ROBERT MAXWELL, THE BEGINNING OF THE 10th YEAR FOR *PERSONALITY AND INDIVIDUAL DIFFERENCES*—A RETROSPECT

It is never easy to start a new journal, particularly when it is not supported by a national society or association, and in particular when the financial climate is as bad as it has been in the past 10 years. Quite naturally, libraries cancel rather than add new journals to their lists, and individual subscribers are difficult to find for the same reason. These were the rather adverse conditions under which I approached Robert Maxwell, the founder and publisher of Pergamon Press, with the plans I had for a new journal to concentrate on the objective, natural science approach to the study of personality.

The interview with him was short and very positive. He listened patiently as I outlined my plans, asked a few decisive questions, and then simply said: "Okay". Not for him the endless row of advisers, referees, consultants etc.; not for him endless committee meetings discussing all the pros and cons. He was decisive, making an immediate decision, and the new journal was born.

The meeting took me back almost 20 years, when I had first got to know Robert Maxwell on a similar occasion. It had seemed to me then that the time was right for a journal on behaviour therapy; none existed at the time, and indeed the field of study itself was breathtakingly new, and the name: 'Behaviour Therapy' itself was only some 3 or 4 years old! Maxwell showed exactly the same courage and decisiveness, questioning me closely and then agreeing to publish the journal. It was a felicitous act of collaboration. Within 7 years of the publication of the 1st issue of the new journal, *Behaviour Research and Therapy*, the journal had risen to 9th place out of 77 psychological journals, as measured by the impact of its articles. As measured objectively by the Citation Index, the new journal was placed higher than the APA journals of overlapping content—*The Journal of Abnormal Psychology* and *The Journal of Consulting and Clinical Psychology*. Now of course there are many journals in the field, but none of them has acquired anything like the prestige or the readership of *Behaviour Research and Therapy*.

Times were better then, and *Personality and Individual Differences* had a much harder row to hoe. Nevertheless, it established itself as the journal of the newly-founded International Society for the Study of Individual Differences. It formed a focusing point of the type of study in personality which previously found difficulties in being published in journals which emphasized social psychology rather than personality, environmentalism rather than genetics, and cognitive rather than physiological variables. By now it is sufficiently well-established to define the field in a rather unique manner.

This brief history illustrates the importance of men like Robert Maxwell and his Pergamon Press in helping to identify new fields of scientific research, to enable people working in these fields to establish contacts and exchange information, and thus to advance the development of the areas of growth which are so important in any science. No doubt behaviour therapy would have come of age even without *Behaviour Research and Therapy*, and research into objective, physiological, experimental and genetic aspects of personality would have proceeded even without *Personality and Individual Differences*, but the pace would have been much slower, and communication much more difficult. Psychology owes a lot to Robert Maxwell for his courage, his decisiveness, and his genius in spotting areas of development which Pergamon Press could help to advance.

*Personality and Individual Differences* has rather too short a history to generate much material that could be written about, but no account would be acceptable which did not include the important help and guidance given it by Dr S. B. G. Eysenck, first as Assistant Editor, then as Joint Editor. Few readers will realize the enormous amount of work she has contributed in making this an outstanding journal, not only in content, but also in the way errors of style, lack of agreement between text and references, and faulty documentation have been spotted, brought to the attention

of contributors, and finally corrected before acceptance of the paper. I do know how much the journal owes to her, and her tireless efforts to make it even better and I take this opportunity to confess that much of the praise that often goes to the male member of the team should really go to the female member!

There has been a tremendous growth in the number of good and outstanding papers submitted to the journal, which has grown correspondingly. We have always had a waiting period before publication of between 6–9 months. How long we will be able to maintain this is of course an open question. Either our rejection rate will have to increase, or the number of pages will have to be increased, or the journal will have to be issued monthly—or of course a combination of all these. Important decisions will have to be made by the time we celebrate the journal's 10th anniversary; at the moment let it suffice that Pergamon Press and Robert Maxwell are celebrating their respective jubilees, and deserve all the praise that is likely to come their way for having made a genuine contribution to the advancement of science in general, and psychology in particular!

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