

# Editorial

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It is time for yet another change: for over 50 years the Journal *Arzneimittelforschung/Drug Research* carried a German word in its title – the German roots were thus obvious. As English became increasingly the *lingua franca*, especially of science, the Journal's policy had to be changed already at the beginning of this century in that the preferred language of publications was set to be English rather than German. Unfortunately, in the English speaking world “*Arzneimittelforschung*” is a completely unknown and incomprehensible term, not resembling anything that it denotes in English: *Arzneimittel* and the English translation *drugs* are not related at all, and neither are *Forschung* and its English translations *science* and *research*. With the change of the publisher from Editio Cantor Publisher (the founding publisher) to Thieme Publishers at the beginning of 2012, an editorial re-orientation of the Journal was initiated, moving translational aspects of drug discovery and development into focus. Thereby the Journal continues to reach out further to the international community of translational scientists, and English is the only vehicle suitable to support this. Consequently, starting with the first issue in 2013, the Journal will be renamed by simply removing *Arzneimittelforschung* from its title, thus *Drug Research* will remain

as the only title words. The publisher and Editor are convinced that this modification, which is more of a small alteration than a complete change of title, will help the Journal on its path into internationalization. The title is no longer a conundrum to non-German scientists and hopefully appeals to more authors to submit high quality papers.

We recognize that any transition from one title to another will cause disturbances of bibliometrics and bibliographical listings, and we expect a temporary drop in the otherwise steadily growing impact factor. This, however, is very likely to be temporary only and outweighed soon by the enhanced acceptance and visibility of the Journal under its new title.

Let us face the challenge and carry the Journal successfully through this transition; we think that the highly appreciated authors and readers will understand this move and see the spirit behind – to become a truly international Journal. To maintain and, ultimately enhance their support will remain our main objective, and this change is hoped to be seen as yet another token of appreciation.

Martin Wehling,  
 Editor-in-Chief