

1. Flying Publisher 14 By the end of the year 2004, the PDF version of HIV Medicine 2003 had been downloaded from our servers more than 24,000 times. The chapters “Acute HIV Infection” and “HIV Therapy” had an additional 25,000 and 13,000 readers, respectively (see Table 1.5). A novelty with HIV Medicine 2003 was the copyright removal (<http://hivmedicine.com/textbook/cr.htm>, see details on page 70). The simultaneous message to colleagues all over the world was “Colleagues, translate HIV Medicine 2003 and publicise the translation. If you want, you can even publish it under your own name. Sell the book, earn money from it. Whatever you do: we don’t want a cent.” The result: HIV Medicine 2003 was translated into Spanish, Portuguese, Italian, Russian and Romanian (<http://hivmedicine.com/textbook/lang.htm>). SARS Reference appeared between May and October 2003 in three editions ([www.SARSReference.com](http://www.SARSReference.com)). The reader figures up to 5th May 2005 have been compiled in Table 1.6. The PDF documents of the three editions were accessed more than 50,000 times; the most important chapters were opened more than 30,000 times each. As in the case of HIV Medicine 2003, we removed the copyright for SARS Reference.
2. The book was then translated into Chinese, French, Italian, Portuguese, Romanian, Spanish and Vietnamese (see <http://sarsreference.com/sarsref/lang.htm>). The two Chinese translations were also published as printed booklets and handed out to 7,000 and 10,000 Chinese doctors, respectively, at the peak of the SARS epidemic (see Fig. 1.1). SARS Reference had more than 200,000 readers in 20 months, because it was free of charge. It was translated into 8 languages because it was free of charge and the copyright had been removed. SARS Reference is in third place on the Google list after the CDC and the WHO, because it is known throughout the world. SARS Reference was reviewed twice, in Science and in the British Medical Journal (Page 70), because it showed new ways of publishing medical information.