

## A Note from the Editor

Reviewing of books dates from the earliest periodical publications and newspapers such that many authors have seen their future made or destroyed by the use of reviews. One need only remember the struggles of Walt Whitman in finding someone to review his poetry without success leading him to turn to “self-reviewing” of his own book! Dickens, Trollop, Thackeray, and Emerson all wrestled with the problematics of antagonists reviewing their books for the public. The dismissive reviews of Freud’s now classic *The Interpretation of Dreams* (1900) – though he anticipated such a response from his professional colleagues and peers –proved devastating to the book, resulting in a 10-year period that passed before the first run of 600 copies were sold. The contrary proved beneficial to Darwin, owing to the pre-release press and the first-day reviews of his *Origin of Species* (1859), when more than 1,200 copies of his book sold out immediately.

*The Behavioral Mind* editorial team has created a category related to new releases called “Featured Author” which is designed to provide a venue in which the author of a new text in the psychological sciences is personally invited to write a précis to the book, introducing the work specifically to the scholarly community for whom the book has been written. Rather than have another scholar in the same field write a review of the book (that will be done elsewhere in the literature), we have decided that providing a venue for the author to write about his or her book would be both interesting and beneficial.

The intent is to offer, alongside the review literature, a formal statement from the author as a mechanism for balancing what the reviewers have to say about the book with what the author has to say about the book. The “Featured Author” section is not designed to displace or denigrate the efficacy of scholarly reviewing of new titles but is intended to be an arena for the author to speak on his or her own behalf.