

“enterprise – an undertaking, esp. a bold or difficult one” (1)

The beginning of an enterprise...

Robert B Kalina, Publisher, *Journal of Sexual & Reproductive Medicine*

The word ‘enterprise’ accurately describes the launch of the newest Pulsus Group venture, *Journal of Sexual & Reproductive Medicine*.

Seventeen years ago, Pulsus Group began publishing Canadian medical peer review journals that provide researchers with vehicles to publish their work and clinicians with credible information on the latest developments in their particular fields. We have been highly successful in publishing journals in such well established specialties as cardiology, gastroenterology and infectious diseases, among other disciplines. This journal, however, is different. Although research into sexually related disciplines has been conducted for some time, the *Journal of Sexual & Reproductive Medicine* could not have been launched a few years ago. It is possible now only because of the existence and development of new, effective sexual dysfunction pharmaceutical products that will support such a publication.

Yet, in many ways this journal is similar to all Pulsus publications. It will aim to keep physicians up-to-date on new

therapies and diagnostic procedures. It will become a reliable source of balanced information for physicians when making decisions in the areas of sexual dysfunction, contraception and infertility in both men and women. Although primarily Canadian in focus, an objective will be to become a voice in the international community. As with other Pulsus journals, we will work hard to have the journal indexed by major indexing services.

But we need your help. Embrace this enterprise. Make it your journal – it will repay you by serving you...by being your voice, your advisor, your teacher and your friend. I welcome your comments on this first issue. Feel free to call me at Pulsus, (905) 829-4770 ext 133 or e-mail me at kalina@pulsus.com.

REFERENCES

1. Barr K, ed. The Canadian Oxford Dictionary. Toronto: Oxford University Press, 1998.