

MASTOLOGY IN THE OPEN ENTRANCE OF THE CLOSED PALACE OF THE KING

Mastology na entrada aberta do palácio fechado do rei

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Eirenaeus Philalethes is the pseudonym of the English physician, writer and alchemist George Starkey (1628-1665). He studied at Harvard from 1643 to 1649 and practiced medicine in Boston from 1646 to 1650. Starkey, or Philalethes, wrote about 30 important alchemical treatises and influenced names of the wingspan of Isaac Newton and Robert Boyle. The *Open Entrance of the Closed Palace of the King* is one of that, in which Philalethes supposed revealed some of the secrets to the realization of the great alchemical work, *i.e.*, the philosopher's stone¹.

In the first *Mastology's* editorial, we stated that our journal was born in the shoulders of giants (paraphrasing Newton)². The former *Revista Brasileira de Mastologia* had been a history of success, but it was necessary to change and to try to open an entrance in the closed palace of the international and prestigious journals, the "king" ones in breast diseases. English language was clearly an essential progress, but not enough to transform a Brazilian journal published in Portuguese in an international and respected one. Impact factor (IF) is the scientific community score for the prestige of individual journals. IF journals attract the best manuscripts, and that is our current great challenge.

Then, little more than a year later after *Mastology's* birth, what happened? We have had a significant increase in the number and in the quality of the articles submitted, and also international editorials from highly respected worldwide authors. As a positive and immediate consequence, our journal became much more attractive to our readers. In the meantime, we also had to face some difficulties inherent to the structural changes of the journal. This whole process was part of the ritual of growing our academic proposal of strengthening.

Now *Mastology* is in the transition to ScholarOne, which is an international comprehensive workflow management system for scholarly journals, books, and conferences. It will increase our profile among authors and peer-reviewers and will decrease our time to publish. This will facilitate the entry of new articles and the rapid peer-review of them. ScholarOne processing is easy to work, fast and allows authors, reviewers and editors to have real-time access to the progress of articles. This is a new and exciting phase for all of us.

The experience of humankind proves that the most beautiful things are the most difficult ones to produce. The "philosopher's stone" in *Mastology* is to have a great and academically respected journal's brand. And the key aspects to that evolution are based on the classical 3 C's of personal brand in leadership, which can be applied to the journal's brand too: consistency, connectedness, and charisma³. Consistency is the same of coherence and solidity. Our journal was built in the Brazilian Society of Mastology, which is one of the most important medical societies devoted to breast diseases in the world. The journal is free and has open access, which facilitates its worldwide connectivity and submission of articles. Charisma, the last "C", is an inborn ability of some human beings to be able to charm, persuade, fascinate or seduce another individual through their way of being and acting. Etymologically, the term *charisma* is originated from the Greek *khárisma*, which means "grace" or "favor". A charismatic individual is one endowed with charisma, possessing a set of qualities that characterize him as a remarkable, admirable, or fascinating subject in the eyes of other individuals. Can an academic journal have charisma? I think so, and we are working on it.

Finally, I believe that *Mastology* is already in the open entrance of the closed palace of the king, but now we have many other challenges to face in order to go inside the palace, and, once inside, do everything to stay there.

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