

## ***Book Review***

### **Review of *Who's Who in Fluorescence 2004***

**Edited by Chris D. Geddes and Joseph R. Lakowicz**

Ever go to a conference and you want to find a particular person, but you don't know what he or she looks like? As someone who has not been to all that many fluorescence conferences I can find it frustrating trying to find or recognise researchers who I would like to talk to. I suppose everyone has experienced sidling up close to someone to squint and see what's written on his or her nametag. Or, are you one of those people (like myself) who always try to peek indiscreetly at a name badge to find out who's next to them. And don't you just hate it when the conference organisers have made the badges or text too small/flowery/wrong colour, or that people just don't wear the badges.

Well with the *Who's who in fluorescence 2004* (WWIF2004) this problem is alleviated to a large degree. For at long last there is a single source with photos and brief details for a good cross section of the global fluorescence community. I expect that this will make it easier for a lot of attendees at fluorescence conferences to interact since you won't be wasting half your time peering at nametags. I also feel that WWIF2004 will be especially useful to postgraduate students who can use WWIF2004 to help them identify other researchers in their field.

I also find that WWIF2004 is a very useful tool for checking the research profiles of authors of papers that I read. Having the web address of their research group/institute is a godsend, because sometimes it can be incredibly difficult to track down research homepages from a science citation reference.

If I have any criticisms of WWIF2004 it is that there are many personal entries without photographs and/or websites. I would hope that contributors for WWIF2005 would make a small extra effort to include both, as it will further enhance this very useful resource. I would also encourage more people to submit profiles (and keep the details up to date) so that this can become a standard desktop reference for all of us in the global fluorescence community.

p.s. I must apologise for my own contact details not being fully up to date in WWIF2004. I moved laboratories and departments just after I had submitted my entry.

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