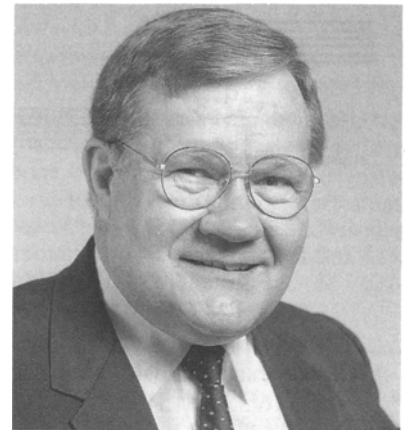


In a publication of UNIDO (United Nations Industrial Development Organization), which is aimed at governmental leaders in countries that we often refer to as "developing countries," Vladimir Kojarnovitch states, "New materials technologies affect everyone and every aspect of commercial activity; they are changing the way traditional tasks are performed and opening new opportunities for procedures unthought of only a few years ago. Advanced materials are an essential component and frequently determine the rate at which key sectors of an economy can grow and compete in trade."*

The message in the entire document is for the developing countries to use their limited resources to invest in materials technologies that will cause their local economies to grow. What is your reaction to the paragraph? What do you, as a reader of this journal, think about the UNIDO message? I explain why I require your opinion at the end of this editorial.

Which option fits your opinion? Is the UNIDO message correct?



1. Correct. The message gives a good perspective to the importance of new materials technologies.
2. Correct. The governments of developing countries really need to heed this message.
3. Correct. The governments of both the developing countries and the developed countries need to cooperate in new materials technologies.
4. Correct but not significant. Everyone already knows that materials technologies affect everyone and everything. There is nothing new in the document.
5. Not correct. Ask any banker. Capitol is the key to economic development. Money comes first.
6. Not correct. The UNIDO document places excessive importance on economic growth and viable international trade. The important new technologies must preserve the environment and maintain genetic diversity.
7. Partly correct. Excessive importance is placed on economic growth. Materials research should be conducted for purely scientific purposes.

I appreciate learning your thoughts on the subject so that the journal can serve your needs better. Manuscripts come across my desk continuously, and they cover many different viewpoints.

- Some are commercial with some engineering.
- Some are environmental with some engineering.
- Some are pure science with little engineering.
- Some are engineering-technology.
- Some are financial/investment with some engineering.

The ASM Editorial Policy Board is helpful in the decision of whether or not to accept these borderline manuscripts. Your opinion, as a reader, is very important to me and to the entire editorial team at ASM.

Drop me a line at ASM. FAX me at 216-338-4634.



John R. Ogren

*V. Kojarnovitch, *Advances in Materials Technology Monitor*, 1, 4 (1995). Available from UNIDO, Vienna International Centre, P.O. Box 300, A-1400, Vienna, Austria.