Editor's note

by Nikita James Nanos

I would like to begin October's issue of *Imprints* by paying tribute to **Murray Philp** who passed away last summer. Murray was a founder of the Professional Marketing Research Society of Canada, a leader in our industry and by all accounts, a great individual.

Although I never met Murray, reviewing the thoughts and experiences of his friends and colleagues in this issue illustrated how fulfilling a career in the market research industry can be both professionally and personally.

By all accounts Murray was an insightful research practitioner, a team player and a supportive mentor to many of today's PMRS leaders.

This month's issue is on the Internet and E-panels. The Internet has had a disproportionately significant effect on our industry, compared to other types of businesses. Not only has it become an ubiquitous internal communications tool but it has emerged as a new addition to the market research "product line". Regardless of your views on the Internet hype, our authors agree that as a research tool, the Internet is here to stay.

Darko Radjevic provides an excellent Canadian Internet snapshot. **Stuart Hemerling** and **Terrence Coen** then share some interesting observations on the future of i-research. To learn more about best practices for on-line surveys, I would recommend the articles by **Annie Pettit** and **Jason Ten-Pow**. **Mike Farrell** and **Lori McKnight** also share their experience with on-line Youth Advisory Panels (YAPs).

As many of you know, the *National Post Business Magazine* featured a controversial article on focus groups. **Natalie Gold**, our QualCol columnist reviews the article in detail. **Ed Gibson**, in his letter to the editor, provides what some may characterize as an alternative view, detailing the challenges of unethical recruiting.

Until next month,

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