

Editor's note

by Nikita James Nanos



This month's "open issue" gave PMRS members the chance to share their opinions and experiences on the subject of their choice. From all accounts, we received

a tremendous response. A quick scan of the content reveals quite an eclectic mix of subjects ranging from e-mail surveys and product testing through to significance testing for those mathematically inclined.

We lead off our issue with **Michael Marzolini**. In his article, "The Magic Town Syndrome", Michael shares his opinion on the pitfalls of panel e-mail surveys for polling the general public.

Susan Abbott then provides an insightful look into strategic change initiatives with her article, "Using Research to Support Strategic Change Initiatives".

Robert Ross-Fichtner then shares his experience as a product developer in his article "Product Developer...Meet Marketing Research".

In "Evolution Brings Longer Life to Pharma", **Robert Kyba** provides an interesting look at the evolving environment in the pharmaceutical industry in Canada.

Jolene Vanthuynne, in her article on bulletin board research, reviews the finding of a two day session with 34 professional moderators that explored bulletin board methodology.

Finally, **David Dobson**, in his article on significant testing, explains how to compare the significance of two independent samples.

The next issue of *Imprints* is on "Response Rates and Sampling". Potential authors should take note that our November issue is on "Internet Research" and that the deadline for submissions is September 20th.

As we prepare our editorial ideas for 2004, I would be very interested to receive recommendations for future *Imprints* topics. If you have any ideas please feel free to contact me by e-mail nnanos@sesresearch.com or telephone (613) 234-4666.

Until next month,

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