

## PUBLISHER

Randolph A. Nanna  
Tel: 301-209-3102  
rnanna@aip.org

## ASSOCIATE PUBLISHER/EDITOR

Kenneth J. McNaughton  
Tel: 301-209-3051  
kmcnaugh@aip.org

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Steven R. Black

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Nancy Forbes

Eric J. Lerner

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## EDITORIAL OFFICES

One Physics Ellipse  
College Park, MD 20740-3843

Tel: 301-209-3051

Fax: 301-209-0842

e-mail: [tip@aip.org](mailto:tip@aip.org)

## ADVERTISING OFFICES

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# Welcome to 2000

This is our first issue of the new year and a good opportunity for me to introduce myself. I became publisher of *The Industrial Physicist* and *Physics Today* in November 1999, and I am delighted to be part of such a dynamic team. Since its inception only four and a half years ago, *The Industrial Physicist* has become vital reading for many scientists and their managers in industry. We at the American Institute of Physics are proud of its rapid success and grateful to you, our readers, for your interest and enthusiasm. We are also grateful to our advertisers for their support, and to the staff, without whom there would be no product.

A number of innovations were made in 1999, to prepare us for growth, including a survey of 1,000 readers that was conducted by Signet Research, Inc., an independent research company. This showed that more than 80% of our readers had a master's degree or higher and nearly 60% had a Ph.D. The most common job titles were research director, manager, or specialist (23%); engineering and engineering management (22%); and president, VP, corporate management (16%). The most common job functions were research and product development (50%); design and process engineering (21%); and corporate/operating management (10%). More than 78% of our subscribers read 3 out of 4 issues, more than half read every issue and, on average, they spent over an hour with

the publication. We are proud to have such a highly educated, interesting, and involved audience.

We are always happy to get your feedback on the editorial contents in order to serve your needs better, so I encourage you to contact me with your suggestions and comments. In the meantime, I would like to wish you all a healthy and prosperous new year.

Randolph A. Nanna

Publisher

*The Industrial Physicist*

[rnanna@aip.org](mailto:rnanna@aip.org)

## Nanotubes

I love reading the stimulating articles in *The Industrial Physicist*. However, there is an error in the article "Putting Nanotubes to Work" (December 1999, p. 22). Mr. Lerner compares carbon nanotubes with other forms of carbon, making the statement, "Unlike diamond and graphite, which are both insulators..." I'll just point out that graphite is not an insulator.

Ray Bowen

Ametek Aerospace, Inc.

Sellersville, Pennsylvania

[ray.bowen@ametek.com](mailto:ray.bowen@ametek.com)

[Thanks. This should have read: "Unlike diamond, an insulator, and graphite, a poor conductor with a resistivity nearly a thousand times higher than copper..."—Ed.]



**THE INDUSTRIAL PHYSICIST** (ISSN 1082-1848; CODEN INPHFA), volume 6, number 1,

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