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Letter from the Publisher



Thanks for your comments

Over the last few months, we have asked for your comments about changes we have made to *CEP*. We have asked you to tell us what you think about editorial quality, new departments and features, the overall appearance and the “reader friendliness” of your magazine. Having asked for and received a number of comments, it seems fair that we share with you some of the observations.

In general, the positive comments outweigh the negative ones by a substantial margin. Most of you who have written have expressed satisfaction with the look of *CEP* and the graphic treatment of editorial content. Several writers have expressed pleasure with the new Update sections and the expanded news coverage. Others of you have written to say that for the first time in a while, you feel there are good reasons to turn to *CEP* every month.

By and large, your comments about editorial quality have been positive. For all of its history, *CEP* has been committed to providing high-quality technical information to its readers. That commitment continues today. As some on the marketing side would say, we have changed the package, but the product is as good or better than it ever was.

Not everything we have heard has been positive. A few people have written to express concern that we not “dumb down” *CEP* by going to more, but shorter technical articles. Others have expressed fear that we are changing *CEP* for the sake of change or in the pursuit of advertising revenue.

Editor-in-chief Kristine Chin and I have listened to all your input. Where practical, we have incorporated your needs into our publishing plan. Ultimately, and realizing that we cannot please everyone, we try to make *CEP* as useful, interesting, informative and timely as we can.

Publishing a trade magazine for a demanding audience is challenging, but it is also very rewarding. And good or bad, your comments help.

David H. Colby, CBC
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