The Last Word; Meet ACE Authors

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Abstract
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The Last Word

The idea is not a new one. Former ACE Quarterly editor Gene Stevenson had mentioned to me that he had thought of incorporating short items into this magazine which would be of some use to the membership. I believe we have both thought along the lines of things such as book reviews or similar short material. Short items of a page or two would help fill out some white gaps now apparent in the publication. More importantly, they might also help fill in some gaps in our knowledge. There may also be negative reasons for adding these items to the present format; I would be glad to hear out that side of the argument.

We should stay away from publishing items which are better suited to the monthly newsletter. On the other hand, I believe many of the membership would welcome knowing about a new book which extends the theory and/or practice of communication in any of our various media.

Perhaps some of our members now receive review copies of new books; they might want to write down their impressions and share their views with other AAACE members. Our organization might have a fairly restrictive name, but we are far from being a specialized group. There may be many of us who are interested in what is happening outside of our own special areas. A book review or similar tip may be thoroughly helpful, as well as informative.

C.E.B.

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