

From the Publisher

On behalf of Cannon Communications I would like to express our thanks at being appointed publisher for the Radiological Society's official journal.

Publishing often appears, on the surface, to be a simple field in which to do business. Indeed there are numerous examples of publications starting up, blossoming for a year or two then vanishing. In the arena of professional and trade publications a lot of effort has to be expended to maintain one's titles. It is not possible to display on the front cover the photo of some celebrity or alluring model in order to boost sales! In the Cannon Communications stable we are fortunate to have titles that have been around for up to 26 years.

On a personal note I am delighted to be involved with this publication as, for 18 years, I was involved with the imaging industry - a "first love" you might say. On the practical side the intention is to use this experience to provide an on-going update on the technology involved in imaging in an easily readable form. The various companies have expressed a willingness to support this concept. Feedback from you the readers as to what topics should be covered would be most welcome as it is you we are serving.

On the subject of company support, it is only through the financial support of the advertisers that we are able to bring you this journal. To receive this journal on a subscription-only basis would mean a significant increase in your costs, be it either for subscription or membership fees.

We are convinced that Professor Corr's enthusiasm will allow us to achieve the goal of accreditation for the journal. Accreditation we believe is a significant

challenge but one that we have to address in the light of global acceptance. For those unfamiliar with the term, accreditation means that articles accepted for publication can form part of your C.V. In addition there are subsidies for academic departments. This latter benefit certainly needs no elaboration. Again this is a reward you can derive from participation.

As publishers we look forward to contributing to radiology in South Africa.

Roger Short