

Editor's Note

Dear Readers,

This EM Newsletter has got a new outlook and announces a new step in its evolution. As the basic concept of our Newsletter has been very successful, and issues as well as echoes on our publication have spread worldwide, the production management of the EM Newsletter has now come to a point where it exceeds our in-house capacities. We are therefore happy to introduce you to Mr Gerd-Andreas Klasen from vdf Academic Press at the ETH Zürich Co.Ltd., who will add a professional production management to the Newsletter. We are also very happy to introduce you to the Swiss Reinsurance Company, which has generously agreed to support our activities.

Next year, the EM Newsletter will appear regularly in quarterly issues. We intend to sharpen the profile of our Newsletter on Electronic Markets. We will, in most issues, put forward a focus on a theme of special interest, but will also leave room for other articles about Electronic Commerce research. A guest-editor, being a world renowned authority in the focussed topic, will be in charge of some issues. 1997 will first offer you the focus "Architectures of Electronic Markets", then "Presentation Media for Electronic Markets, i.e. Electronic Product Catalogues".



We are interested not only in a state of the arts report, but also in visions and comments from our readers. Within this interest we are extending the Newsletter presentation on our server (<http://www.netacademy.com>). You will get more information about this in our next issue.

We are extremely grateful to Dr. Rainer Alt, Dr. Andreas Himberger and Dr. Stefan Zbornik, whose initiative and pioneering work at the Institute of Information Management brought the EM Newsletter to life. They now have successfully left their studies at the University of St.Gallen, but will keep up going with us in the future.