

Letter from the Founding Editor

Editing Management Decision

I am writing to inform you of an important new development which has taken place affecting your journal. You will know that since 1965, *Management Decision* has been edited from the Bradford Business School, which is currently the largest integrated university Management Centre in Britain. (This link has never in the past limited our canvas for contributions to Bradford, nor will this be the case in the future.)

Bradford's editorial responsibility has now been placed on a permanent footing and IPC, our present publishers, will be passing the journal over entirely to my colleagues on the Bradford faculty and myself with the Spring issue in 1971.

This is a most generous act on the part of IPC which has invested substantial sums in the development of the body of readership of which we are pleased to count you a member. The Bradford faculty is sincerely grateful and will ensure that *Management Decision's* contribution to the improvement of British management practice continues to develop.

Management Decision's readership has grown steadily since it was launched (initially under the title *Scientific Business*) in 1963. This growth has been contemporaneous with the development of management education at an academic level in British Universities. Our standards and the quality of our contributions have reflected the best developments of the British capability in conceptual and analytical approaches to management. This we shall continue to do, remembering at all times that we are intending to communicate with the intellectual practitioner.

Both David Ashton, as Editor, and I will continue to take advice from the widest relevant spectrum of businessmen and management educationalists. We are fortunate at the Bradford Business School in that we have formally talked with nearly 10 000 practising managers on our educational programmes in the sixties and will be meeting an even greater number during the seventies. Their needs, their advice and opinions, as well as our considered judgement, will afford what we believe will be realistic guidelines for our editorial strategy.

Management Decision is unashamedly academic in the best sense of the term; it is not a platform for voices from an ivory tower, but rather an intellectual communications medium for conceptual and analytical approaches in business.

We believe that *Management Decision* has met, and continues to meet, a vital need in British business. We trust you agree with us, and that we can continue to serve you.



Professor Gordon Wills
Founding Editor