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A Magazine?

FOR MORE THAN 20 YEARS, Forrester Research has helped its clients thrive on technology, business, and market change. We've been advising companies on how the Internet and other technologies are transforming the way business gets done. So we're presenting our up-to-the moment ideas via… a magazine? What could be more old-fashioned?

I'm as addicted as the next guy to instant information and feedback from all sorts of electronic media, particularly the Net. But as the Net and even newer technologies continue their inevitable journeys from "new" to mainstream media, the curious persistence of print is unmistakable. All of us have the ability to read full-length books and magazines on our computers and handhelds; hardly any of us do it. There's something reassuring about print, and I'm not saying that just because I'm in my third decade of making a living writing and editing books and magazines. The simplicity, portability, and permanence of print make it an ideal vehicle for sharing Forrester's ideas. I've spoken to 43 CEOs (so far) while developing this inaugural issue of *Forrester*; nearly all of them told me that reading something on paper after a long day of staring at various screens is quite a welcome switch.

In the three sections of this issue, we cover the topics top executives are telling us you want to learn more about. In Connect, we consider everything from how chief executives are working with their C-level colleagues to why we should think of software as something that could last 200 years and not 200 days. In Explore, we consider the key business questions of our time. How can our businesses avoid being evil? How can we make our businesses safe? What are the best methods for innovating? In Release, we turn over rocks and discover the offbeat business stories you won't find anywhere else. Is Google making us stupid? Was the much-maligned Tulipmania of the 17th century rational? We're aiming to present some of the best business and technology ideas around, conveyed by some of the best business writers and technology writers around.

Magazines are inherently temporary objects, with expire dates listed clearly on their covers. This magazine's ambition is to be a permanent part of your business library, arriving in your office several times a year, stuffed with ideas and advice that will last. We'll offer the best and longest-lasting ideas from Forrester's unparalleled analysts, and we'll cover pressing topics with the rigor, utility, and imagination you've come to expect from Forrester.

The best way for us to do this is to hear from you. By the time you read this, we'll be hard at work on our second issue. Write me at jguterman@forrester.com and let us know what you want in it.