

EDITORIAL

THE WORLD—OUR MARKET

As the time came to write this editorial, the replies to our survey from the last issue were just starting to pour in. We were gratified by the number of responses we received and by the amount of time many of you spent answering in great detail the text questions on the survey. Because of this unusually large response, it will take us some months to log, digest and respond to all the data. Thank you for this nice "problem."

In future editorials, I'll be discussing what we've learned, and we will reprint some of the most interesting comments. We're seeing some excellent suggestions and new ideas which we will start incorporating in future issues.

While reviewing those first surveys, there was one isolated comment that bothered me and kept recurring in my thoughts. A reader wrote, "Why are so many of your articles written by foreigners?"

It reminded me of a similar question that was addressed to me several years ago when GEAR TECHNOLOGY was still in its early months of publication. A marketing manager from what was then one of America's major gear machinery manufacturers asked, "Why are most all your advertisers foreign?"

Today, the marketing manager is no longer with that company, and the company itself is just a shadow of what it had formerly been. This manager and the leadership of his company had become so insular that they failed to see the "big picture."

I think that this lack of understanding that we are part of a world market is the exception. More and more American industries are being affected by this fact every day.

To deny what is taking place simply because we may not like it only increases our vulnerability.

A substantial amount of technical research and writing

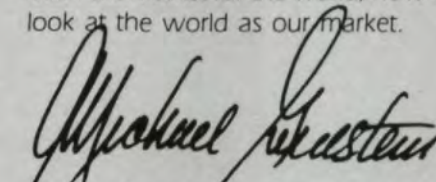


is being done outside our country. Although we get a majority of our articles from American authors, we are frequently told by American companies, "We'd like to write, but we just don't have the time." Apparently, people in the overseas gear industry find this research and writing important in their companies, their products, and to themselves. Rather than fault them or not take advantage of their knowledge, we should try to emulate them. In the long run, it will pay off.

Our first and strongest supporters, both with financial advertising commitments and encouragement, were foreign manufacturers or their American representatives. From their perspective, it was important that practical information be regularly disseminated to ensure the survival of the gearing industry.

We have tried to bring you a wide variety of information that we thought would be useful, exposing American industry to important articles no matter where they came from, keeping you apprised of what is going on around the world, what processes are being studied and what ideas are being discussed. We must get the tools to succeed from wherever necessary.

Standing with one's head in the sand tends to limit one's vision. You can't see what's approaching, making it difficult, if not impossible, to prepare for the future. We cannot afford the luxury of pretending that foreign markets, foreign competition and foreign research does not exist. Rather we must see these things as challenges and opportunities. The drive for excellence knows no boundaries and claims no special citizenship. As we have been the market for the world, now we must increasingly look at the world as our market.


Michael Goldstein
Editor/Publisher