Editorial

As editors of this journal, we often meet between quarterly editorial board meetings to discuss the forthcoming journal content. Robin has developed a broad matrix of topics the journal should cover and we review the editorial balance of the papers against this template. By all the usual means we seek to find the authoritative writers on each subject who can impart applied, practical and leading-edge knowledge.

It is terribly remiss of us but we have not recently asked you, our readers, who you would like to read and what topics you think we should be covering in more depth or what new aspects of marketing we should be commissioning papers on. If you do have any thoughts please write to us or e-mail the Journal's Publishing Editor, Julie Simkins (julie@hspublications.co.uk).

This edition begins with a review of a research project the IDM commissioned some time ago into the 'new marketing'. It suggests the historic development of marketing as a practice-driven discipline leaves today's marketers ill equipped to deal with the scale of change when facing adapting interactive solutions.

Marketers have been left clinging to theoretical constants developed in a product-focused age (the 4Ps) using traditional, often indirect, channels to market. The need today, the authors profess, is to harness the knowledge created about increasingly sophisticated and wary consumers, together with the opportunity offered by the new technology, to build lasting mutually beneficial relationships. It concludes with the challenges faced by educators and trainers to recognise the new competencies which need to be taught.

Danny Meadows-Klue, chairman and CEO of the Internet Advertising Bureau, follows with a pan-European research project on the interactive marketing community and the perceptions of agencies, advertisers and media owners. The EC-funded project concludes interactive media are a growing part of the marketer's toolkit, but spend levels lag well behind audience levels.

Away from the future glories of interactive marketing, Dick Stroud takes a candid perspective and reviews the lessons we have learnt from e-mania. The paper describes what lasting legacy remains for the widespread use of technology to create new products, companies, business models and marketing processes.

If you have ever wondered about the productivity and usefulness of online survey techniques, read Peter Comley's paper which explores the current uses and future trends. However, if you are interested in how a creative marketing strategy transformed a small firm into a global giant, read Per Frankelius's paper — 'Is this the future of marketing?'

Finally, please remember to let us know if there is a burning issue we are not properly covering. Maybe you would like to submit a paper yourself?

Derek Holder and Robin Fairlie