

Financial support could come from both government and industry, and the universities could contribute faculty-release time for course preparation and text review as well as sabbatical leaves. A number of universities might agree to help evaluate draft texts and use the new texts for at least a trial period.

The next essential element is the publisher, who might agree to establish a series for these books and provide a standard set of rewards for the authors, over and above the initial prize.

The final element is the author. Another Robert Burton remark [8], is that philosophers advise you to spurn glory, yet they will put their names to their books. Prestige is a powerful motivating force, but this plan would allow the author to gain not only in reputation as an author and prizewinner but also to minimize the financial penalty.

Who would gain? Everybody. These thoughts have been discussed with a number of people in industry and academia. Most agree that money spent on stimulating the writing of really good textbooks would do more than an equivalent amount of money spent directly in support of research.

SUMMARY

When the future of chemical engineering is the subject, there is indeed much to talk about. First, some of the signs of change facing the chemical engineering profession were described and the underlying reasons for them were proposed.

Next, you were urged, as members of the academic community, to adopt a market-oriented attitude in addressing the needs of your traditional customers, the industries who have long employed chemical engineers. But also you were encouraged to include the electronics, food, health-care, aerospace, and other industries whose need for chemical engineers might be expected to grow in an increasingly technological society oriented toward high-value-in-use specialty products.

We then reviewed six areas of action to address the needs of industry by expanding the capabilities and improving the training of chemical engineers.

Finally, the problem of leadership was raised and the need for cooperative action in several areas was stressed. A way was suggested by which your society or other professional groups might enlist the aid of industry and government, as well as focus and coordinate your own efforts, to define goals and stimulate the creation of outstanding texts. Cohesive leadership must form the cornerstone of any effort directed toward stimulating evolution in the field of chemical engineering.

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8. *Ibid.* □

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