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## The Long and Short of It

*Brevity is the soul of wit.* What better way to sum up what editors do and why we do it? It has been one of my favorite sayings since the first time I heard it from my high school English teacher. Perhaps that was an omen that I would make a career as an editor.

We know you are busy and that your time is valuable. And we know that (in general) a short article is likely to be read by more people than a long one.

So we strive to edit tight articles, eliminating extraneous words, phrases, tables and figures — virtually anything that is not essential to the reader's understanding of the material. Some authors might consider us ruthless (which I consider to be a compliment).

Of course, the topic of an article determines the appropriate length, and some topics warrant a long article. Cutting out important information merely for the sake of shortening the article does a disservice to the reader.

Last month, we did very well in the "keep it short" department, giving you five short technical features, two 4-pagers and three 5-pagers. Throughout the year, our feature articles have averaged 5.6 pages.

This month we faced a bit of a challenge. The three feature articles, had we run them as received with only minor copyediting, would have totalled more than 40 pages — beyond both our editorial page budget and most of our readers' attention spans. The solution to our dilemma lies partly on the *CEP* website, [www.aiche.org/cep](http://www.aiche.org/cep), where you will find enhanced versions of two articles.

A slightly condensed version of "Form Nanoparticles via Controlled Crystallization," by Thomai Panagiotou and Robert Fisher, appears in print on pp. 33–39 of this issue. From our website, you can download a 9-page version that includes additional details of the article's example.

Another of this month's articles is so jam-packed with information that it would have run 15 pages, even after our ruthless editing. The obvious fix would be to split it into two parts, which we have done. "Find Mixing Success through Failures — Part 1," by David S. Dickey and Gary K. Patterson, can be found on pp. 40–47, as well as online. Part 2 is scheduled for the December issue. AIChE members who don't want to wait two months can download both Part 1 and Part 2 from the website now.

We hope to implement other programs that will use our website to enhance your *CEP* experience. If you have suggestions, please write to us at [cepedit@aiche.org](mailto:cepedit@aiche.org).

Cynthia Mascone  
Editor-in-Chief

**Statement of Ownership, Management and Circulation** of October 1, 2008 for *CEP*, Publication No. 101-920, issued monthly, for an annual subscription price of \$170 from 3 Park Avenue, New York, NY 10016-5991, which is the location of its publication and business offices. The name and address of the Publisher is Stephen Smith, 3 Park Avenue, New York, NY 10016-5991. The owner is the American Institute of Chemical Engineers, 3 Park Avenue, New York, NY 10016-5991. The known bondholders, mortgages or other securities are: None. The purpose, function and non-profit status of this organization, and the exempt status for federal income-tax purposes have not changed during the preceding 12 months. The following figures describe the nature and extent of the circulation of the September 2008 issue. In each category, the first number (in *italics*) is the average number of copies of each issue during the preceding 12 months. The number next to it, within parentheses ( ), is the actual number of copies of the single issue published nearest to the filing date. Total number of copies (net press run): 30,931 (30,128). Paid and/or requested circulation: 1. Paid/requested outside-county mail subscriptions stated on Form 3541: 24,942 (24,800). 2. Paid in-county subscriptions: None. 3. Sales through dealers and carriers, street vendors, counter sales, and other non-USPS paid distribution: 2,688 (2,843). 4. Other classes mailed through the USPS: 51 (16). Total paid and/or requested circulation: 27,681 (27,659). Free distribution by mail: 1. Outside-county as stated on Form 3541: 1,279 (1,253). 2. In-county as stated on Form 3541: None. 3. Other classes mailed through the USPS: 15 (39). Free distribution outside the mail: 391 (165). Total free distribution: 1,685 (1,457). Total distribution: 29,366 (29,116). Copies not distributed: 1,565 (1,012). Total: 30,931 (30,128). Percent paid and/or requested circulation: 94% (95%). I certify that the statements made by me are correct and complete. Stephen Smith, Publisher