

anything. Converting that explosion to an implosion and channelling the right information to the right people at the right time is the challenge to ISI and to ISI marketing. Although ISI's services are known and used throughout the world, we have only begun to penetrate our potential market. This is Harris' job. Meanwhile, we have new products in the works. Harris is already developing marketing programs for our new *Social Sciences Citation Index*, new fields in

Current Contents, and for expanded research and library services.

"Potential" is a word Dick Harris uses often--his aim and his pleasure in business and in life are a realization of potential of the people who work with him, his wife and two sons and two daughters, himself on the tennis court, and of his family as crew in the boats he sails. And, of course, of the potential of ISI and the fledgling information industry.

References

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