

To meet our challenge means that we must do several important things: (1) Develop the material further so that more varied problems can be solved. (2) Find more situations to which existing theory can be applied. (3) Increase the number of people who know the basics of the theory and apply it to problems they encounter or suggest applications to problems they encounter. (4) Collect more data on situations which can improve the base of the theory.

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NAMES IN THE NEWS

**CAROL LATTA, Executive Director,
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The Carnegie Bosch Institute is pleased to announce the publication of *Business Aspects of Closed-Loop Supply Chains*, edited by **Daniel R. Guide, Jr.**

(see photo) of the Smeal College of Business Administration, The Pennsylvania State University, and **Luk N. Van Wassenhove** of INSEAD. The book is based on the idea that the best way to address the extended producer responsibilities requirements imposed on businesses is to approach the problem from a business perspective. The book explores the idea that economic incentives (increased profits) provide the strongest argument in favor of firms developing closed-loop systems. The book takes a multidisciplinary approach. Each of the 13 chapters includes a more detailed discussion of the research needs for each of the areas addressed in the book.

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