

Now that management accountants and financial managers have had a few years to experience the changes technology has brought to their businesses, they are in the throes of figuring out the value it has added. In this issue of *MAQ*, several authors offer ways to determine the effect of technology—on productivity and on profits. Others describe how to use a variety of software tools to determine profitability. And one author shares her story of how she analyzed her company's activities and recommended that the group implement activity-based costing.

On another note, IMA members will still receive *MAQ* at no extra charge, but we're going to ask nonmembers to subscribe for \$60 a year (four issues). See the postcard next to page 48 for details.

Again, we value all input about the publication and appreciate ideas for articles. If you want to submit an article, you can contact me directly or send the manuscript through the chapter competition route. Please e-mail me at kwilliams@imanet.org.

Kathy Williams

Submitting Manuscripts: Guidelines for submitting manuscripts are available at www.strategicfinancemag.com (just click on the site map), or if you prefer a copy be faxed to you, call David Elman at (800) 638-4427, ext. 279. On the website site map, you'll also find a transmittal form, which should be printed and enclosed with every manuscript submission.

MISSION

To publish leading-edge articles merging the practical experience and theoretical knowledge of accounting and finance academics with that of practitioners in the business world in order to contribute to the advancement of modern business practices and the career success of members.

Vol. I No. 4 Summer 2000

EDITOR

Kathy Williams

TECHNOLOGY EDITOR

Michael Castelluccio

FINANCE EDITOR

Alan Levinsohn

ART DIRECTOR

Mary Zisk

PRODUCTION

Manager: Lisa Nasuta

Patricia L. Keeley

CIRCULATION

Alice Schulman

COPY EDITOR

David Elman

EXECUTIVE DIRECTOR/
PUBLISHER

David T. Schweitz

ASSISTANT PUBLISHER

Robert F. Randall

EDITORIAL BOARD

Barbara C. Reilly; Kenneth A. Merchant, CPA, Ph.D.; Michael Shields; Thomas P. Klammer, CPA; Keith A. Russell, CMA, Ph.D.; Gary L. Sundem, Ph.D.; Margaret D. Butler, CMA, CPA; Mark L. Frigo, Ph.D., CMA, CPA; Dwight Owsen

ADVERTISING

REPRESENTATIVES

IPC Enterprises

325 West 38th Street, Suite 301

New York, NY 10018

(212) 594-3012

Coordinator: Alice Schulman

(800) 638-4427, ext. 280

Management Accounting Quarterly is published quarterly by the Institute of Management Accountants, 10 Paragon Drive, Montvale, NJ 07645-1760, (201) 573-9000.

Subscription rates, per year: members, \$10 (included in dues, non-deductible); nonmembers, \$60.

Internet: www.imanet.org.

E-mail: infomaq@imanet.org.

Third-class postage paid at Long Prairie, Minn. 56347. Permit No. 280
ISSN 1528-5359

