

Interessante offerta di abbonamento al Clinica Chimica Acta

Dear IFCC member society representative,

The IFCC Secretary Dr. Bais has suggested that we contact you > directly, as the IFCC representative of your society. At a recent editorial board meeting, it was decided that the Elsevier Science journal, *Clinical Chimica Acta* (CCA), should be made available to ALL IFCC linked societies including yours, at the special member rate of US\$140 per year. This compares well with the previous member rate of over \$500. CCA is published monthly and mailed by surface air lifted post world-wide. If you do not know the journal well, I suggest that you visit the web site of the journal (www.elsevier.com/locate/cca). We have been able to lower the member rate, as the institutional subscription now subsidises the member subscriptions. All subscriptions run on an annual basis, and so there is just enough time for your members to subscribe now, to start to receive their own copies of the CCA journal from January 2002 onwards.

As all the members of your society are now entitled to subscribe to CCA at this special rate, we need to find some way to let them know of this new entitlement. Therefore we ask for your help in this matter. Would you please pass this information on to the correct society officer and ask that they let your members know of this extra entitlement, as a member of your society, perhaps by suitable mention in your next newsletter or society mailing.

Your society will not have to collect the subscription money from the members. Members who wish to subscribe should contact Elsevier Science directly, preferably using the correct form, available through the website www.elsevier.com/locate/cca, which involves no extra administration for your society officers. At the end of each year, members subscribers will be contacted directly by Elsevier Science with a renewal invoice for them to decide whether to renew or not. Again, your society's administration staff will not be involved.

All member societies of the IFCC are being sent this offer. We expect a large take-up of member subscriptions. The extra information and knowledge contained within CCA will be going to the many clinical chemists world-wide who choose to subscribe - your members should also be given the choice to have this information at a reasonable rate - it is now their right.

Thank you in advance for helping spread this information to your clinical chemistry colleagues.

If you have any questions please contact me.

Yours truly, Bas Straub

Marketing Manager

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