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FROM THE OFFICE OF THE CHAIRMAN

BY TELEFAX

TO: Mr. M. Arnauts (RJR - Brussels)
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Mr. C. N. K. Hay (RIE - Amsterdam)
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Mr. F. de Vroey (BAT - Benelux)
Mr. G. A. Wirz (Philip Morris)

cc. for information
Ms. C. de Vallois (CECCM - Brussels)

FROM: John Lepere

DATE: 22 June 1993.

SUBJECT: J. C. Luik's "Pandora's Box" paper.

Further to our meeting on 9 June 1993, I contacted John Luik to invite his comments on the two options for publication that are now open to us:-

- (a) to split the paper into two articles, i.e. one based on the text which was prepared for Tokyo, the other based on the more philosophical aspects of his thesis, and to seek their separate publication, not necessarily in the same journal; or
- (b) to persevere, notwithstanding certain reservations on our part, in trying to get the full (revised) paper published as one piece.

I reiterated our reservation that the full paper may be too long, either to attract commitment to publication from an appropriate publisher or for optimum impact upon publication.

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In his reply, Luik expresses a strong preference nevertheless for attempting to have the full paper published as one piece in a respected journal. He says that, despite the careful surgery performed by John Rupp and himself, the "Tokyo" paper is too sketchy to capture the full range and significance of the policy abuses, i.e. the central argument of the paper, and that the discussion of the abuses and their implications requires the first part of the paper, not merely to make sense of but also substantiate the claims advanced.

Luik suggests pursuing the following, all American, journals for publication:-

- Philosophy and Public Affairs (his first choice, which he would approach first)
- Ethics
- Science
- Journal of Smoking-Related Diseases (he has some hope, based on an informal conversation with a member of its editorial board, that this journal would probably accept the paper for publication)
- Social Science and Medicine.

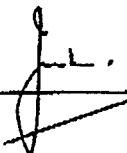
Luik would not be averse to our exploring alternative ways of ensuring publication in a suitable European Journal.

I would be grateful for your comments by next Monday, 28 June 1993, please at the latest. Unless I receive contrary advice from any of you by then, I propose to contact Luik, agreeing that he should proceed with the attempt to achieve publication of his full paper in any of the first three journals which he has suggested, but neither of the last two listed. I am also inclined to accept that "Philosophy and Public Affairs" should be our first choice, even though I understand that a final decision on publication could take three to five months.

Please let me know your views.

Luik has still not sent me the revised penultimate version of his full paper. I have again asked him to send it to us for our final comments.

Kindest regards,



A handwritten signature, possibly 'J.L.', is written over a horizontal line.

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