

## Contacts

**Publisher:** Ben Crowe  
**Editor:** Paul Smaglik  
**Marketing Manager:** David Bowen

### European Head Office, London

The Macmillan Building  
 4 Crinan Street  
 London N1 9XW, UK  
 Tel +44 (0) 20 7843 4961  
 Fax +44 (0) 20 7843 4996  
 e-mail: [naturejobs@nature.com](mailto:naturejobs@nature.com)

**Senior European Sales Manager:**  
 Nevin Bayoumi (4978)

### UK/ RoW/ Ireland:

Matt Powell (4953)  
 Andy Douglas (4975)  
 Frank Phelan (4944)

### Netherlands/ Italy/ Iberia:

Evelina Rubio Hakansson (4973)

**Scandinavia:** Silje Opstrup (4994)

### France/ Belgium:

Amelie Pequignot (4974)

### Production Manager:

Billie Franklin  
 To send materials use London address above.

Tel +44 (0) 20 7843 4814  
 Fax +44 (0) 20 7843 4996  
 e-mail: [naturejobs@nature.com](mailto:naturejobs@nature.com)

### International

#### Advertising Coordinator:

Hind Berrada (4935)

#### Naturejobs web development:

Tom Hancock

#### Naturejobs online production:

Ben Lund

### European Satellite Office

#### Germany/ Austria/ Switzerland:

Patrick Phelan, Odo Wulffen

Tel + 49 89 54 90 57 11/-2

Fax + 49 89 54 90 57 20

e-mail: [p.phelan@nature.com](mailto:p.phelan@nature.com)

[o.wulffen@nature.com](mailto:o.wulffen@nature.com)

### US Head Office, New York

345 Park Avenue South,

10th Floor, New York, NY 10010-1707

Tel +1 800 989 7718

Fax +1 800 989 7103

e-mail: [naturejobs@natureny.com](mailto:naturejobs@natureny.com)

**US Sales Manager:** Peter Bless

### US Advertising Coordinator:

Linda Adam

### Japan Head Office, Tokyo

MG Ichigaya Building (5F),

19-1 Harajukutamachi,

Shinjuku-ku,

Tokyo 162-0841

Tel +81 3 3267 8751

Fax +81 3 3267 8746

### Asia-Pacific Sales Director:

Hideki Watanabe

e-mail: [h.watanabe@naturejp.com](mailto:h.watanabe@naturejp.com)

## Alternative approaches

**D**uring the most recent glut of scientific talent, in the early to mid-1990s, young scientists who had grown weary of being serial postdocs considered their options. The choice, for many, was to leave the bench. But the big question was, to do what? The growing economy and nascent biotech boom provided some answers. Some scientists became stock-market analysts, business-development specialists or marketing experts.

Now the climate has changed. Wall Street has less value to analyse. Many biotech firms are concerned more with survival than with developing new business. And several companies have supplanted marketing with cost-cutting.

So what are the alternatives to those business-dependent careers? One would be to apply the business skills — financial analysis, intellectual property, marketing — to a different discipline, ideally one with growth potential. For example, combining expertise in materials science with knowledge of patent law could prove to be prudent — if nanotechnology ever takes off. The downside is the risk that the promise of new areas could be just as fleeting as the information-technology bubble that burst a few years ago.

Another approach is to find a more stable setting for applying 'alternative' skills. For example, doing financial analysis at a private foundation rather than a Wall Street firm, or working in the technology-transfer office of a university, rather than the business-development unit of a biotech firm. The upside is stability; the downside, scarcity.

Or perhaps, in these uncertain times, rather than looking for ways to leave the bench, now may be a good time to find ways to stay connected to it.

**Paul Smaglik**  
*Naturejobs* editor



## Contents

### SPECIAL REPORT

The birth of  
 biotechnology

p456

### WWW.NATUREJOBS.COM

Career centre  
 Information on the  
 scientific job market

### FOCUS



### SPOTLIGHT



### RECRUITMENT



### SCIENTIFIC ANNOUNCEMENTS



### SCIENTIFIC EVENTS

