Making your mark in business used to mean carving a comfortable niche for yourself and staying there. Promotion was simply a matter of time, provided you could spend 20 years in the process. But, today, business depends on technology. Technology that can't wait a moment if it's going to keep pace with what's happening.

That's why, at Kodak, our basic reliance on scientific research makes the need for creative young minds more demanding than ever. We must have people with drive and ambition, impatient to put what they've learned into practice. People who get all the freedom and responsibility they can handle, and tackle our problems with their ideas.

Which, we're happy to say, has helped many of our scientists yield important discoveries. For example:

The woman on the left has devised new and improved photographic materials for specialized scientific applications in fields such as astronomy and holography. The young man is an expert on surface analysis. His work in photoelectron spectroscopy helps to identify unknown substances. The woman on the right has a dual background in gas chromatography and trace metal analysis, which she's applied to analyzing pollution in rivers and streams.

They came up with new problems while solving some of our old ones. But they've uncovered some promising answers, too. As they continue their research, you may read about them again. The oldest is just over 30.

Why do we give young men and women so much room to test their ideas? Because good ideas often lead to better products. Which are good for business. And we're in business to make a profit. But in furthering our own business interests, we also further society's interests. Which makes good sense.

After all, our business depends on society. So we care what happens to it.

Kodak.
More than a business.