

The core paper in this issue is the Invited contribution by Dr. Josef Bednarik. The central hypothesis of his research has been that **brand and its emotional content differentiate pharmaceuticals as well as rational data derived from clinical studies**. The uniqueness of this study lies in the indication that emotional brand in pharmaceutical industry does exist and the results of Dr. Bednarik's research enables him to draw a model of a customer/product life cycle, that describes likely impact of functional, emotional, and self-expressive benefits throughout pharmaceutical product's market presence.

When Dr. Bednarik suggested to submit his research results to the Neuroendocrinology Letters, I felt it as a great privilege, since this journal has always supported comprehensive and interdisciplinary approach to both research and practice within various scientific fields. Dr. Bednarik's research represents one of the models for contemporary and advanced understanding of the impact of psychology, economics, natural and social sciences in our modern society.

Due to the steady growth of the amount of accepted and published papers in our journal, it is not possible for me to comment each and every article in this Editorial. I would like to express my deep and sincere gratitude to all authors for their valuable scientific work and for their choice to submit it for consideration to the Neuroendocrinology Letters.

At the same time I would like to thank all of our peer-reviewers for their utmost friendly and effective cooperation in understanding necessity of expeditious handling of the manuscripts.

The interdisciplinary character of our journal proves to be valuable and viable for interpretation of scientific results, which meet the evidence-based criteria in research and practice.

In every issue of our journal there is a very broad international representation of the authors, with approximately 20–25 countries represented in each issue.

I would like to inform you that starting with the year 2006 we will co-edit and publish along with the Neuroendocrinology Letters and the International Journal of Prenatal and Perinatal Medicine also **Biogenic Amines** – a most distinguished scientific journal, founded and edited for 24 years by Professor Hasan Parvez. It is my great pleasure and privilege that Professor Parvez has appointed me as Editor-in-Chief of this journal along with him. It is important to point out, that Professor Parvez was one of the founding Members of the Editorial Board of Neuroendocrinology Letters in 1979, when he with other distinguished colleagues supported Prof. Derek Gupta – founder and Chief-Editor of the Neuroendocrinology Letters 1979 until his untimely death in 1997.

These three journals – Neuroendocrinology Letters, Biogenic Amines and the Int. Journal of Prenatal and Perinatal Medicine (founded by me in 1989) – represent a

unique entity of integrative and interdependent cross-fertilization of research, science and practice.

Dear colleagues and friends, closing the Volume 26, I would like to thank all of you – the authors, the members of the Editorial Boards, and last but not least, all the subscribers and readers – for your consistent help, support and expression of collegial sympathy without which I wouldn't have been able to fulfill my tasks as Editor-in-Chief.

The Neuroendocrinology Letters belongs to all of us, and I am confident that we also in the future will continue working together for the best of our journal.

I wish you all a very successful transition into the New Year 2006, health, happiness and much pleasure in your everyday life.

*Peter G. Fedor-Freybergh*  
*Editor-in-Chief, Neuroendocrinology Letters*