Standards define a product and create its market.

Take data communications, for example. This multibillion-dollar industry depends on standards to make competing product lines work together. Who leads the effort to set these standards? The IEEE Computer Society.

The computer industry’s most influential managers, engineers, and scientists belong to the IEEE Computer Society and subscribe to our publications. They hold advanced degrees, play key roles in large corporations, and control computer equipment purchases.

These professionals rely upon IEEE Computer Society publications to keep up with evolving industry standards. They also turn to us for insights into the technology and its applications—insights that affect the way they do business.

Computer Society publications uphold the standards of objectivity, depth, and timeliness that professionals need to compete effectively in the marketplace. That’s why our subscribers find us a valued investment.

Whether you sell equipment or services, you pay attention to standards. Doesn’t it make sense to go directly to the source?

The IEEE Computer Society publications: We set the standards.