


# Six Decades and Counting

IT TAKES A WHOLE WORLD of people and decades to grow a profession. The one currently known as workplace learning and performance has a thousand parents in hundreds of countries. Their explorations and experiments, research, aspirations, and failures have helped build the profession and its body of knowledge and practice to its current state. All of that progress has been captured in the pages of this magazine. If ASTD is the proud parent of the profession, the magazine is the doting chronicler of its growing up.

Just after World War II, the magazine was hatched by trainers from the baby boom generation. Issues from that era are laced with patriotism and the practical tasks of getting the economy back on track after the war. As time passed and the field opened its collective mind to new influences, all manner of practice and opinion began to be reported in these pages. Everything from behaviorism and feminism, to globalization had its day. And it's a pretty good record of dress codes through the decades. Remember leisure suits for men and those awful bow ties for women?

This celebratory issue reminds us that a lot has changed—the size, the look, and the content have all morphed with the profession. Even the magazine's name has changed six times as the profession moved from training to a broader role. T+D has kept up with changes in the industry—and in many cases, led them.

In magazine years, 60 is pretty impressive. Magazine publishing industry experts say that a decade after starting up, only about one in ten titles is still viable. Today, half of all the new magazines launched don't celebrate their first anniversaries, let alone a second issue. But this magazine is fueled by the professionals it serves and the energy of its parent, ASTD. So we anticipate another 60 years without a break in stride. At 60, we're just warming up.



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UNITED STATES OF AMERICA

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