
INTRODUCTION

Quality, Efficiency and Style

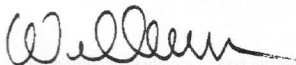
The title above describes characteristics we seek in our application publications. This third* edition of the Linear Applications Handbook includes our latest attempts at instilling these traits into LTC literature. The 1990 edition's introduction described the justification and approach for LTC's application effort in significant detail. It is recommended as a guide to using all LTC application notes, regardless of publication date. As such, it is included in this edition. The trio of descriptives forming this section's title heavily abbreviates what has been said, while adding additional perspective.

Quality, in particular good quality, is obviously desirable in any publication. A high quality application note requires attentive circuit design, thorough laboratory technique, and completeness in its description. Text and figures should be thoughtfully organized and presented, visually pleasing, and easy to read. The artwork and printing should maintain this care in the form of clean text appearance and easily readable graphics.

Application notes should also be efficient. An efficiently written note permits the reader to access desired information quickly, and in readily understandable form. There should be enough depth to satisfy intellectual rigor, but the reader should not need an academic bathyscaphe to get to the bottom of things. Above all, the purpose is to communicate useful information clearly and quickly.

Finally, style should always show. Too much technical literature is dull reading. We enjoy our work, and we want to share our enthusiasm. Quite simply, we want our publications to be fun to read. An LTC author's ultimate fantasy features the reader at home in the living room; relaxed, smiling, and reading (while writing down LTC part numbers to buy). Style provides psychological lubrication, helping the mind to run smoothly. Clearly, style must only assist the serious purposes of publication and should not be abused; we do our best to maintain the appropriate balance.

As noted in previous editions a number of people besides authors make this work possible. As always, the final acknowledgement must go to our customers, who define our work, products, and company. We hope they are pleased with our latest efforts.



James M. Williams
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* Previous editions appeared in 1987 and 1990. This edition includes only material generated since the 1990 edition. As such, don't throw that 1990 book away!