Where to look for new superconductors?

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Discovery of Fe-based superconductor, together with further progress in heavy fermion and organic superconductivity, has instilled in people's mind the idea that unconventional superconductivity is not a rare phenomenon rooted in unique properties of the Cu⁺⁺ ion, but a common phenomenon based on some general principles. The question is, what are these principles? In this talk, I will present a personal view upon this issue, working within the framework of a popular theory that both Cu- and Fe-based superconductivity is driven by spin fluctuations.