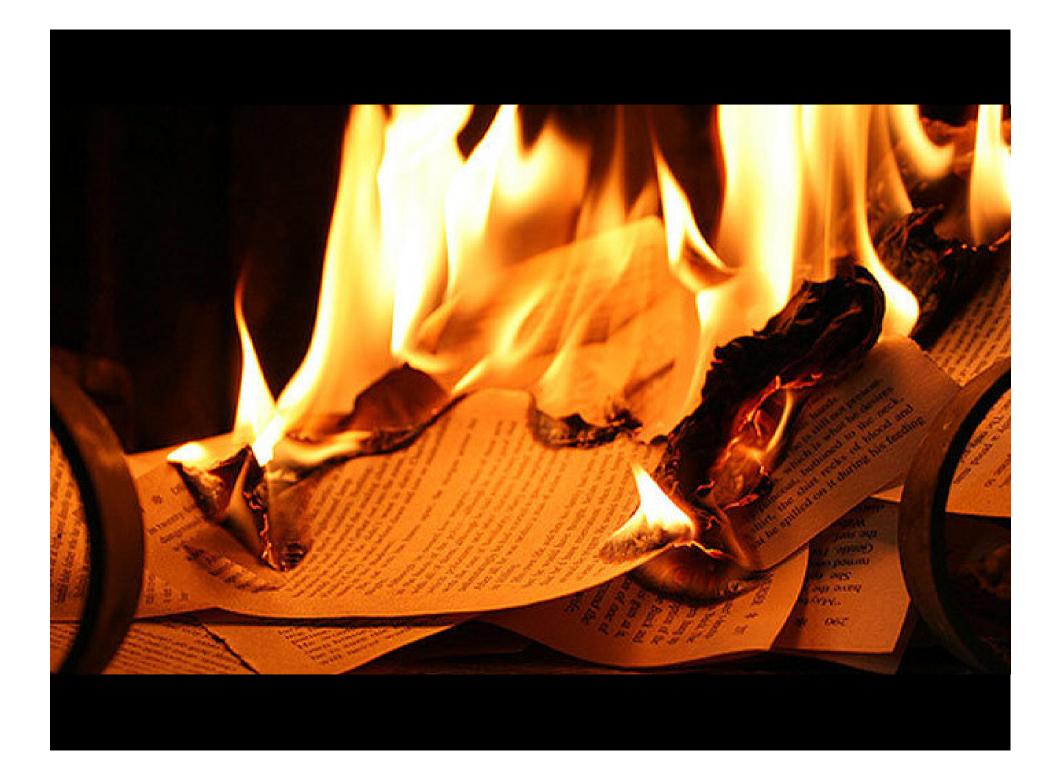
#### The Myths of Academic Publishing EXPLODED! or at least prodded at a little bit

### QUESTIONS?







THE BEST

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#### A MODEST PROPOSAL

- 1. Brief Description
- 2. Synopsis of Contents (chapter by chapter)
- 3. Market and Audience
- 4. Competition
- 5. Additional Information (length, timescales, reviewers)

LITERATURE & SCIENCE

### Lessons?

Follow journal guidelines
e.g. give abstract (if asked for)
Submit in the *style* of the journal
Stick to the required word length

# What is a journal looking for in an article?



FIT

RELEVANCE

RIGOUR



## ORIGINALITY SIGNIFICANCE RIGOUR