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Titolo	Scientific writing 2.0 [[electronic resource]] : a reader and writer's guide // Jean-Luc Lebrun
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Descrizione fisica	1 online resource (280 p.)
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Soggetti	Technical writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"The expanded edition with writing diagnosis tool on DVD for MAC and PC." Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. The reading toolkit -- pt. 2. Paper structure and purpose.
Sommario/riassunto	The book helps scientists write papers for scientific journals. Using the key parts of typical scientific papers (Title, Abstract, Introduction, Visuals, Structure, and Conclusions), it shows through numerous examples, how to achieve the essential qualities required in scientific writing, namely being clear, concise, convincing, fluid, interesting, and organized. To enable the writer to assess whether these parts are well written from a reader's perspective, the book also offers practical metrics in the form of six checklists, and even an original Java application to assist in the evaluation.