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Sommario/riassunto	This handy guide for new and practising lecturers and researchers takes a rare insider's look at the activities of writing and publishing. Turning the spotlight inwards, it examines how and why professionals communicate with each other through writing and publishing. Written with great verve and pace, the author succeeds in providing sensible advice bolstered by many illustrative examples, case studies and anecdotes. For the academic needing insight into the serious business of getting published, this book will provide answers to many of their frequent questions: * Why do they write and