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Nota di contenuto	Front matter -- CONTENTS -- What This Book Does -- 1. Introducing Your Problem -- 2. Distilling Your Research -- 3. Entitling Your Research -- 4. Turning Your Evidence into Arguments: Results and Discussion -- 5. Drawing Your Conclusions -- 6. Framing Your Methods -- 7. Distributing Credit -- 8. Arranging Matters -- 9. Varying Matters -- 10. Proposing New Research -- 11. Going Public -- 12. Presenting PowerPoint Science -- 13. Organizing PowerPoint Slides -- 14. Composing Scientific English -- 15. Improving Scientific English -- Acknowledgments -- References -- Index
Sommario/riassunto	The ability to communicate in print and person is essential to the life of a successful scientist. But since writing is often secondary in scientific education and teaching, there remains a significant need for guides that teach scientists how best to convey their research to general and professional audiences. The Craft of Scientific Communication will teach science students and scientists alike how to improve the clarity, cogency, and communicative power of their words and images. In this remarkable guide, Joseph E. Harmon and Alan G. Gross have combined their many

