Record Nr. UNINA9910812831903321 Autore Day Abby <1956-> Titolo How to get research published in journals / / Abby Day Aldershot, England;; Burlington, VT,: Gower, c2007 Pubbl/distr/stampa **ISBN** 1-351-93013-3 9786611208912 1-281-20891-4 0-7546-8894-1 1-315-25313-5 0-566-08815-0 Edizione [2nd ed.] Descrizione fisica xii, 140 p.: ill Classificazione 02.13 Disciplina 070.5/2 Soggetti Authorship - Marketing Report writing Research Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali "A Gower Book"--cover. First published 2007 by Gower Publishing. Nota di bibliografia Includes bibliographical references (p. 135-136) and index. Nota di contenuto pt. I. Setting your objectives -- pt. II. Knowing your audience -- pt. III. From draft to print. Sommario/riassunto Now in its second edition, this internationally best-selling book has been revised and updated. It focuses on helping people overcome some of the most common obstacles to successful publication. Lack of time? An unconscious fear of rejection? Conflicting priorities? In this, the first book to address the subject, Abby Day explains how to overcome these obstacles and create publishable papers for journals most likely to publish them. She shows how to identify a suitable journal and how to plan, prepare and compile a paper that will satisfy its requirements. She pays particular attention to the creative aspects of the process. As an experienced journal editor and publisher, Dr Day is

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