

# Strategic Scientific and Medical Writing



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# Strategic Scientific and Medical Writing

The Road to Success

 Springer

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# Preface

Need to write a short, succinct paper, a report which will capture the attention of the reader and influence the outcome? Help is at hand in this punchy manual written by two knowledgeable scientists and teachers with experience in the worlds of academia, industry, and regulation.

This book is written in easily accessible sections, each dealing with the practical problems that a newcomer to the field may experience and seasoned writers need to be reminded of. It is written with a lightness of touch, combining common sense with illustrative examples of how to address different types of situations.

An attractive feature is that you, the reader, can test yourself on your planning skills and performance and detect the errors you may not even have been aware of, thereby improving your success rate in making important submissions.

But as the authors say, while learning these skills requires care and attention, it does not need to be all drudgery and can also be enjoyable once the basic principles have been mastered. Having read the book, you may say “but I knew all these things before.” Good! So now is the opportunity to put them into practice, and by reading and noting the plans outlined in this book, you will become an even better communicator.



Prof. Sir Alasdair Breckenridge (former Head of the MRCA, England)  
May 2015



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