In the Bookstores

Getting Research Published. An A to Z of Publication Strategy (Third Edition)

Elizabeth Wager
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Dr Elizabeth Wager has been a freelance publications consultant and trainer since 2001, having previously worked within the publishing and pharmaceutical industries. She is a current and previous member of a number of committees that safeguard biomedical publication ethics, and has authored and co-authored a number of papers and industry-standard books on good publication practice and peer review. I have heard her speak on publication strategy on a number of occasions and, just like her presentations, Getting Research Published (now in its third edition) is packed full of good advice and sprinkled with humour. This makes it very easy to read and digest.

This book is designed to be relevant to readers with differing levels of experience and expertise in the management and writing of journal publications and abstracts, whether they are based in pharmaceutical companies, medical communications agencies, or academia. It consists of two parts: the first, which contains five chapters, is comprehensive and even covers a number of areas that I didn’t know I didn’t know about. This part of the book is intended both to provide more detailed information about specific topics covered in the first part of the book and for people to consult if they have a particular problem or question. It is a fantastic resource for people who have had little or no exposure to the medical publishing industry and for others like me, who worked in the industry some time ago and need to catch up on more recent developments.

In short, this is a must-have book for writers, editors and account managers in medical communications agencies and in the publications departments of research institutions and pharmaceutical and medical device companies. I also recommend it to my fellow freelance writers as an easy way to ensure that you are ‘on the same page’ as the companies that you are working with when it comes to disseminating medical research findings.

References:

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