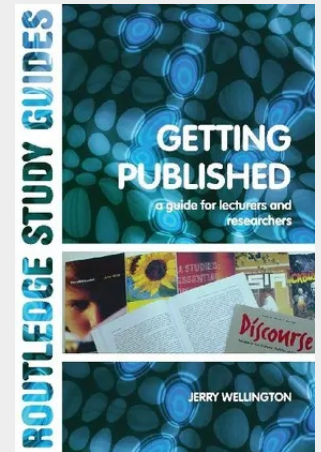


Getting Published

A Guide for Lecturers and Researchers

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 publish? * Who are they writing for? * What channels of communication are available for their writing? * Who 'controls' these channels? * How can they successfully submit articles and papers to journals and newspapers, contribute chapters to books, or approach publishers with book proposals? Developed from a series of seminars on the subject by the author, this book will be an enjoyable and informative guide to anyone with an interest in getting their work published.

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52,50 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415298476

Medium: Buch

ISBN: 978-0-415-29847-6

Verlag: Routledge

Erscheinungstermin: 09.10.2003

Sprache(n): Englisch

Auflage: 1. Auflage 2003

Serie: Routledge Study Guides

Produktform: Kartoniert

Gewicht: 234 g

Seiten: 144

Format (B x H): 156 x 234 mm

