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*By Birgitta Malmfors, Phil Garnsworthy, Michael Grossman*

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The aim of this book is to provide guidelines for preparing papers and presentations so that your message can be transmitted clearly and concisely to the reader or listener. Techniques for improving your writing, literature searching and training students in communication are also discussed. In this revised edition a few more topics have been added, such as electronic submission of manuscripts, writing statistics, and writing research proposals. Leading scientists are identified as much by their ability to communicate ideas and results as by the quality of their research. Ideas and results that are not communicated effectively will not contribute to new knowledge, so it is important that scientists learn to improve their communication skills. There are many types of scientific communication, the principal ones being journal papers and popular science articles, as well as oral and poster presentations. In each case, the ABC of science communication is that it should be Accurate and Audience-adapted, Brief and Clear. This book is designed to benefit young scientists presenting their first research results, experienced scientists wanting to make their communications more effective, university students at all levels, and teachers involved in the instruction of communication skills.

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### **Review**

"This is (by far) the best writing guide I have reviewed. . . . It really is an impressive manual." —Dr. Daniel Franklin, director of studies, Centre for Forensic Science, University of Western Australia

### **About the Author**

**Birgitta Malmfors** is an Associate Professor in Animal Breeding and Genetics at the Swedish University of agricultural Sciences, Uppsala, Sweden. She has written many scientific papers, reports and articles. She also has authored textbook chapters in animal breeding and a Swedish handbook on writing and presenting scientific papers. She regularly makes presentations at national and international meetings. She has taught students successfully for thirty years, and has been given a distinguished award for teaching and communication skills.

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