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Kitchin, R., Fuller, D.: **The Academic's Guide to Publishing**. – Sage Publications, London – Thousand Oaks – New Delhi 2005. ISBN 1 4129 0083 2 (paperback). 180 pp.

Completion of a research project requires publishing the results in an appropriate way. The reviewed textbook teaches the beginners in science how to fulfil the task. It explains different forms of publication of results: as articles in journals, chapters in books, research reports, papers and presentations at science conferences and in popular media, and as an information on the Internet. A strategy for publishing during different phases of researcher's career (postgraduate, research and teaching posts, tenure and after-tenure) is explained as well as principles of team work. General writing advice is the next step: the necessity of keeping in mind correct grammar and punctuation, ensuring good readability by looking at proper narrative, text structure, clarity, and style, balancing presented information and length of text, giving relevant accessories, and avoiding general mistakes are stressed. Plagiarism, duplication of publications, falsification of results, respecting copyright, *etc.* are the further discussed topics.

The following chapters deal with individual forms of publishing. Selecting of proper journal, good preparation of an article, submission, respecting referees' comments prior to resubmission, as well as special tips (writing a book review or an editorial) are shown next. A special chapter deals with preparing research reports (for example for grant agencies), another one with publishing on the Internet (mailing lists, bulletin boards, websites, issues to consider such as ownership, copyright, contracts, security, design, access, or quality and worth). The last topic is rather new and not all textbooks deal with it. In the chapter on cooperation with popular media there is a very useful box summarizing how to prepare a press release. Relatively much space (six chapters) is dedicated to book publishing (maybe this form of publication is often used in geography, from which research field are many examples presented). The chapters describe book

types, selection of publisher, possibility to publish one's PhD thesis, contacts with selected publisher (writing and submitting a proposal, negotiating a book contract, writing and submitting a manuscript), editing a book, and self-publishing a book.

The following two chapters are certainly not written for beginners in science: how to propose a new journal or book series, and how to edit a journal. Chapter on the production process includes important points such as reading the proofs, preparing indexes; according to my opinion the explanation here should bring more detail.

Very important is the next topic, dealing with oral presentations and scientific posters. An important, but often neglected means of scientific communication is to make and keep contacts. Appropriate recommendations are given here (see overview in box 20.1 Secrets of successful networking). The following chapter (Organizing events) is certainly not prepared for beginners, even if the Conference checklist (box 21.1) will be used by many conference organizers.

Appendix 1 presents useful references and resources. Appendices 2 "Questions journal editors are often asked" and 3 "Refereeing for journals, publishers and conferences" explain facts not discussed in the respective chapters. A good index facilitates use of this textbook.

I think that the difficulty with this textbook lies in the unbalance of chapters—some of them are written for beginners in science and therefore would require more information and details, some of them can be used by more advanced researchers only. If a beginner will try to publish a book or launch a journal, his effort will probably end without an expected success. On the other hand, every researcher can find some useful information in this textbook.

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