

## BOOK REVIEW

MATTHEWS, J. R. AND R. W. MATTHEWS. 2008. *Successful Scientific Writing*. A step-by-step guide for the biological and medical sciences. Third edition. Cambridge University Press, Cambridge. 240 pp. Spiral-Bound, Paperback. ISBN-13: 978-0-521-69927-3 \$34.99.

Because one of the most important tasks of any investigator is to let others know of their findings, "Publish or Perish" appears to be the Mantra of academia and research institutions.

Most scientists are proficient at designing and carrying out complex experiments. However, many lack the ability to clearly and concisely express what they have done. This can result in papers being rejected by editors due to shortcomings in language rather than their scientific content. *Successful Scientific Writing* is a very well-written book and is also an excellent scholarly reference for aiding the reader to write a good article or to prepare an effective lecture or poster presentation. And I particularly like the authors' approach in which they incorporate a humorous and user-friendly way to do either.

Chapter one introduces the reader to the need for careful planning and appropriate use of many resources. The best "media" to publish ones research is also considered. In the second chapter basic details focus on how to write the first draft. The next two chapters help in choosing the best visual aids that will reinforce the major points addressed in a written paper (chapter 3) and in an oral or poster presentation (chapter 4). The following

chapters (5, 6 and 7) are dedicated to style, format and grammar. The eighth and final chapter deals with details on preparing to submit your work for publication and how to conscientiously proof-read your reviewed manuscript or galleys. This chapter presents also useful hints for non-native English writers as well as for natives trying to write for an international audience. The final points of the chapter concern ethical and legal issues.

Every chapter is filled with simple (but key) exercises, humorous quotes and even cartoons that make it readable and entertaining. This third edition book is a suitable text in a scientific writing class. In fact, the first edition originated as a manual to help students and new researchers at the University of Georgia to write scientific papers.

This book will be of great help for students, aspiring scientists and those interested in writing technical publications. Following the Matthews's advice will result in better written papers.

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