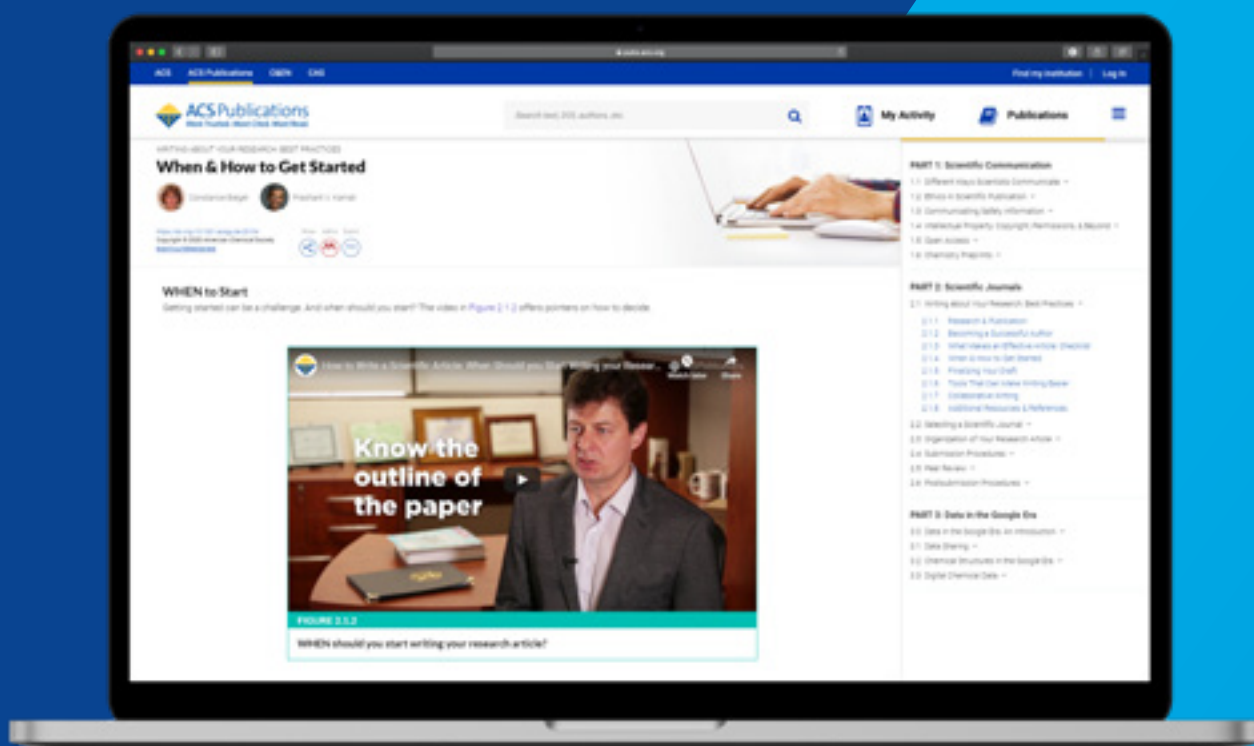


ACS GUIDE TO SCHOLARLY COMMUNICATION



Master scientific communication

The *ACS Guide to Scholarly Communication* provides the instruction and advice scientists need to master the art of scientific communication, from the laboratory to the boardroom. Topics explored apply broadly across multiple disciplines, and multimedia examples make difficult concepts easy to grasp. The new digital-first version continually evolves to reflect the most current information in a rapidly changing publishing and data sharing landscape.

Effective communication is critical to success.

What is ACS Guide to Scholarly Communication?

The *Guide* is not just about publishing in journals; it is about effective communication of scientific material. A discovery is nothing if it cannot be communicated externally, whether that's to other researchers in a journal or to an executive board at a company. With the volume of information in the world today, a resource like the *Guide* is an important tool to help students and researchers alike become more effective communicators.

Who is it for?

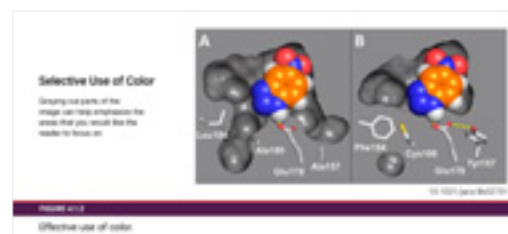
Any scientist who wants to improve their communication skill generally or to understand the scholarly publishing world, from the publishing process to data sharing.

Undergraduates: Learn how to write scientific papers and find key tips for notating difficult-to-articulate concepts. Not only does this help students self-teach scientific communication, it is a resource that can be applied early on during their studies to help with topics like chemical naming conventions.

Graduate Students: Learn everything you need to know about writing your first journal article. Real world examples help build clarity around complex concepts, and hyperlinking between chapters makes it easy to refer back to related topics. Also, gain insight into current issues surrounding scientific communication, such as Open Access and preprint servers.

Faculty: Provide a complete learning experience for students by including a comprehensive source for writing instruction. Integrate it into the curriculum or suggest it as an additional resource for students that need extra help.

Practicing Scientists: Find the most effective way to communicate your discoveries, whether it's in a journal or within your company. Also, gain insight into current issues surrounding scientific communication, such as Open Access and preprint servers.



Multimedia examples clarify difficult topics

What's inside?

The new *Guide* covers all instructions from previous editions of *The ACS Style Guide*—completely updated and modernized—as well as a wealth of brand new chapters covering everything from preprints, Open Access, machine-readable data, and much more. Additional content will be added regularly to expand on communication methods and data organization.

The *Guide* includes useful features, such as

- Multimedia examples to clarify complex concepts
- Hyperlinking between chapters makes it easy to refer back to related topics
- Regularly revised and expanded to include the most up-to-date information on existing and emerging topics
- Editors representing all areas of science, from journals to industry leaders, ensure all interests are included

How do I get access?

The *Guide* is available as a subscription. Contact your representative or visit pubs.acs.org/acsguide to get in touch.

Contact your sales representative pubs.acs.org/salescontacts or email us at ACSPubsSales@acs.org to review all acquisition options.