

# EFFECTIVE MEDICAL WRITING THE WRITE WAY TO GET PUBLISHED

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## I. BOOK DETAILS

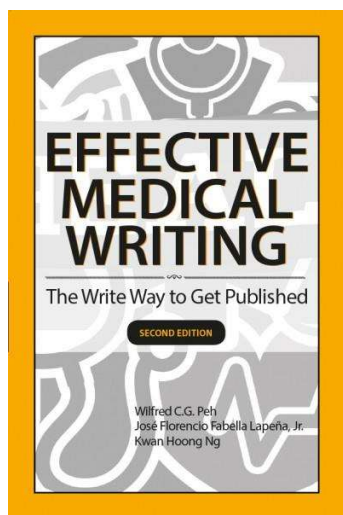
### **Effective Medical Writing: The Write Way to Get Published, Second Edition**

**Author/Editor:** Wilfred C.G. Peh, José Florencio Fabella Lapeña Jr. and Kwan Hoong Ng

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## II. REVIEW

Contemporary medical writing in any of its aspects could be a challenging task when it comes to presenting the right information in the right format and to the right audience.

With 40 chapters detailing each step of the writing and publication process, the book extends much further than the classical how-to guide. It adds the right amount of experience sharing, professional advice and positive thinking to motivate future authors. Well-illustrated and accompanied by a number of practical examples, each chapter serves a stand-alone guide solving specific aspect of the writing process.

Starting with the existential question “Why write?”, going through the formal side of the recording of the scientific work which eventually leads to the writing, and the potential benefits, the book opens an entirely new space to early career researchers. Paper type and structure, the proper selection of title, the right focus of the abstract, the formal writing process and the production of the manuscript are just one side of the medical writing process. Then comes the publisher and quite often, especially in the early stages of their career authors are not quite familiar with all the important details at this stage – from submitting the manuscript, communicating with the editor, the peer-review process and the final publication. The last part of the book is focused on the ethical issues, plagiarism, conflict of interest and of course the sanctions resulting in case of scientific misconduct.

My favorite part is the chapter on title selection. A small part of the entire paper indeed, but actually these few words that summarize the authors’ entire work and attract or reject the readers from the paper. One sentence that conveys authors’ message and experience to the scientific audience. Catchy, informative, short and sophisticated at the same time. The title is the door that welcomes the reader to the paper, but also the door the authors have to open in order to start the medical writing process.

Another useful section are the brief guides on the different types of publications – case report, technical note, pictorial essay, review article, systematic review, invited commentary, qualitative research paper, letter to the editor, editorial, book review, book chapter.

Co-authored by a team of professionals with remarkable experience in scholarly medical writing and publishing, the book is the right resource to successfully guide you through the complex medical writing process, from the idea to the final product:

Professor Wilfred C.G. Peh is Senior Consultant at the Department of Diagnostic Radiology, Khoo Teck Puat Hospital, Singapore and Clinical Professor at the Yong Loo Lin School of Medicine, National University of Singapore. He has published over 400 papers in peer-reviewed journals and has authored 70 book chapters and 10 books. He was Founding Editor-in-Chief of the Hong Kong Journal of Radiology, and Advisor and past Chief Editor of the

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Professor José Florencio F. Lapeña, Jr. is Professor of Otorhinolaryngology, University of the Philippines, Manila and Attending Paediatric Otorhinolaryngologist, Philippine General Hospital. He has published over 100 papers in peer-reviewed journals and has authored 12 book chapters and five books. He serves as Chief Editor of the Philippine Journal of Otolaryngology - Head and Neck Surgery and International Corresponding Editor of the Singapore Medical Journal. He has served on the editorial boards of the Medical Journal of Australia, Otolaryngology Head and Neck Surgery, OTO Open, 4Open Life Sciences-Medicine, and Brunei International Medical Journal. He is Past President of the Philippine Association of Medical Journal Editors and the Asia Pacific Association of Medical Journal Editors, and currently serves as Secretary of the World Association of Medical Editors.

Professor Kwan Hoong Ng is Emeritus Professor at the Department of Biomedical Imaging, Faculty of Medicine,

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“Effective Medical Writing: The Write Way to Get Published” is directed to both early career and more experienced scientists, including but not limited to medical and postgraduate students, clinical specialty trainees, aspiring researchers, newly appointed academic staff, allied health professionals, and all who are looking to write scientific papers and get published or simply get an update of the current practices.

Be prepared, medical writing is not an easy task, but it just became a bit more understandable thanks to the second edition of the “Effective Medical Writing: The Write Way to Get Published” book by Wilfred C.G. Peh, José Florencio Fabella Lapeña Jr. and Kwan Hoong Ng