

Make Your Mark in Science

Creativity, Presenting, Publishing, and Patents A Guide for Young Scientists

What does it take to be a successful scientist?

School and university science courses generally prepare students well for the business of understanding science, doing experiments, and interpreting results. These skills make one a good scientist. But being a successful scientist takes a whole other set of skills rarely taught in any class. *Make Your Mark in Science: Creativity, Presenting, Publishing, and Patents: A Guide for Young Scientists* gives the young scientist much-needed guidance and support during the challenging early years of his or her career. It helps build the skills necessary to become successful in the world of professional science by answering the often neglected but career-defining questions of:

- How do I work creatively once I have left the exams and course books behind?
- How do I effectively communicate my scientific achievements in oral presentations and written publications?
- Should I protect my accomplishments with a patent, and if so, how?

In addition, readers will gain an understanding of the machinery of scientific publishing, including the newer area of electronic publishing. The final chapter is devoted to patents, since this is an area in which scientists frequently fail to recognize and exploit good opportunities. The authors have taken pains to write in a simple, informal style, avoiding technical details and such minor issues as the optimum size of the margins on a camera-ready proceedings paper. While the main beneficiaries of this book are graduate students and other young scientists, nearly every working scientist will find useful hints for improving creativity and effectively mastering the task of communicating ideas and results. Even senior scientists and professors with years of teaching experience might profit from reviewing their style of working or the quality of their oral presentations.

With proven techniques, useful tips, and practical perspectives on building a career in science, this book will enable you the reader, to *Make Your Mark in Science*.

About the Authors:

DR. CLAUS ASCHERON is physics editor at Springer-Verlag, Heidelberg, and a former professor of Kyoto University. Dr. Ascheron has given lectures on the subject of creativity, presenting, and publication at numerous universities and at professional conferences.

DR. ANGELA KICKUTH is also a physics editor and works, in addition, as a freelance writer and translator at Springer-Verlag as well. She holds a PhD in physics from Cambridge University.

Both authors have themselves survived the experience of obtaining a PhD in physics. Both also subsequently pursued careers in research, with appointments at universities and other academic research institutes in several countries.

Table of Contents:

1. Introduction
2. Scientific Creativity
3. Scientific Presenting
4. The Culture of Scientific Publishing
5. Scientific Writing
6. Electronic Publishing
7. Patents

ORDER YOUR COPY TODAY!**Phone: Fax:**

In North America, US Customers

Call 1-877-762-2974 1-800-597-3299

In rest of world, Outside the US:

Call +44 (0) 1243 779 777 +44 (0) 1243 843 296

Mail: E-Mail:

John Wiley & Sons, Inc. US Customers

Customer-Care-Wiley custserv@wiley.com

10475 Crosspoint Blvd., Outside the US:

Indianapolis, IN 46256 cs-books@wiley.co.uk

Visit us at wiley.com/engineering

Claus Ascheron and Angela Kickuth

ISBN: 0-471-65733-6 • 234 pp. • \$29.95