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Guido Fuchs

University Kassel, Germany

Scientific Publishing - a cornerstone of academic success

Progress in knowledge is based on the curiosity of individuals and groups and their dedicated efforts to gain further inside into the laws of nature and mankind. Its verification, distribution, increase and conservation is a matter of academic publishing. Since its beginning scientific success and fame has been strongly bound to the way knowledge is disseminated. In recent years academic publishing has changed from print to online media, from the classic journal style to web compatible models. In addition, publishing has become a highly competitive industry with its inherent dynamics and rules. In this talk basic aspects of modern publishing will be presented and the role of authors, editors and publishers will be discussed.

