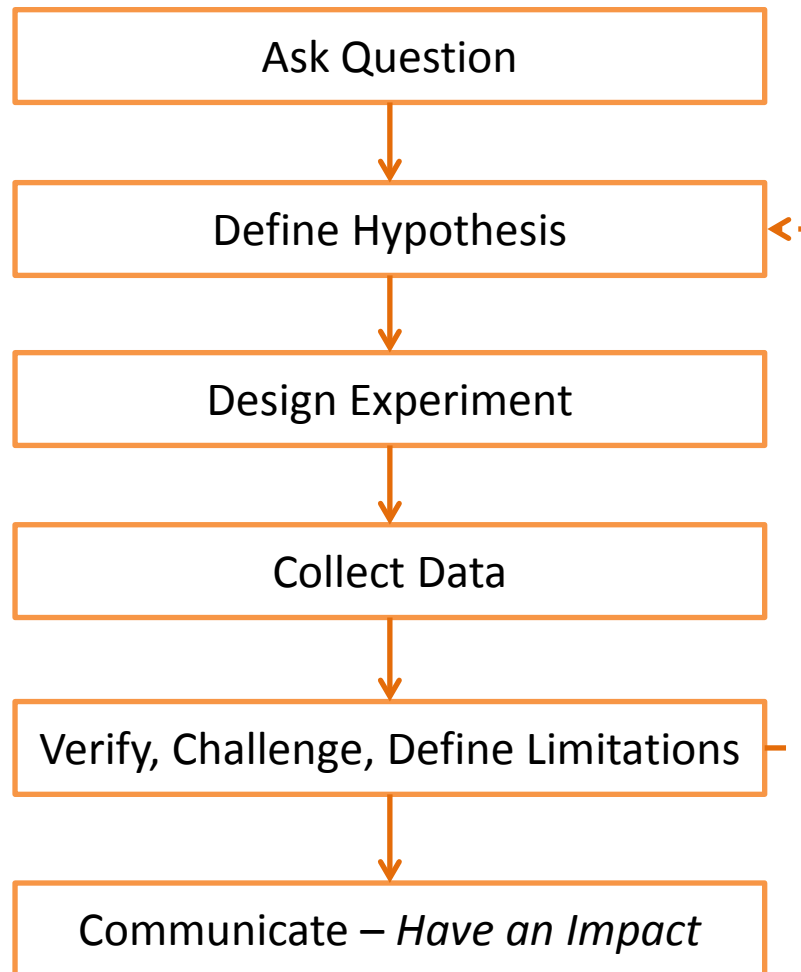


Steps to Getting Published in a Research Journal

- Writing a Good Paper and Selecting a Journal
 - *Ho-Leung Fung (SUNY Buffalo) - AAPS Journal Editor-in-Chief*
- Publication Ethics
 - *Peter W. Swan (U Maryland Baltimore) - Pharmaceutical Research Editor-in-Chief*
- Editorial Process and Handling Reviewer Feedback
 - *Robert O. (Bill) Williams III (U Texas Austin) - Incoming AAPS PharmSciTech Editor-in-Chief*

Getting Published is an Acquired Skill



Impact in the Internet Era: Importance of Peer Reviewing

“One-third of journalists said social media is not a reliable source of information; half of journalists said social media were their main source of information. Only 20% of journalists always check their facts before publishing”

(ING 2014 Study: *Impact of Social Media on News*. Based on 400 journalists and PR Professionals)