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(Linda McKie BSA Network)

About the Author

Anne Huff is Visiting Professor of Strategy and Innovation at the TUM Business School in Munich, Germany, where she is helping organize research on open innovation that crosses traditional organizational boundaries, product-service fusion and leadership systems. She was Founding Director of the Advanced Institute of Management Research (AIM), a UK wide management research initiative with offices based at the London Business School, and continues to be a visiting AIM fellow at LBS. She is also a visiting professor in the Communications Department of the University of Colorado, and had prior appointments at the University of Illinois, and UCLA. She earned a BA from Barnard College (philosophy), as well as an MA (sociology) and PhD (management) from Northwestern University.

Her research interests focus on sustained innovation and strategic change; both are seen as dynamic processes of interaction among firms and as cognitive processes affected by the interaction of individuals over time. Recent books include *Mapping Strategic Knowledge*. Sage, 2002 (edited, with Mark Jenkins), *When Firms Change Direction*. Oxford University Press, 2000 (with James O. Huff), and *Writing for Scholarly Publication* (Sage, 1998). In 1998-99 Anne was President of the Academy of Management, an association of management researchers with 16,000 members worldwide; she held associated leadership positions from 1995 to 2001. In August 2003 she received the Distinguished Scholar Award of the Managerial and Organizational Cognition Division of that association. She serves on the boards of several professional organizations and journals.

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Academic writing has its own ground rules and its own creativity. In this practical guide for students and academics, the author takes the reader step-by-step through the entire writing and publication process - from choosing a subject, to developing content, to submitting the final manuscript for publication. The book contains exercises, helpful checklists, exemplars and advice drawn from the author's experience.

- Sales Rank: #424442 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 1998-09-25
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .49" w x 6.10" l, .73 pounds
- Binding: Paperback
- 200 pages

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"Research as a conversation" metaphor; highly recommended book

By A. Tiwana

The core message of this book is that research is an ongoing conversation. The metaphor is one of the most useful, yet unobviously obvious idea that is worth its weight in gold for anyone who peer reviews research or does scientific research. While the other, negative reviewer might argue that there no need to buy this book if that's all it says, it's the book pragmatic guidance in bringing the idea to life that makes it valuable. This book shows how to walk the walk.

She argues that if a new research paper adds something new to an ongoing scientific "conversation," it is worth accepting. In almost a decade of conducting academic research, it is this conversation metaphor that has helped me become a constructive reviewer of others' research, and in turn, plausibly a better researcher.

This skill of "joining the conversation" was the one seemingly-obvious but critical thing that my years of doctoral training never taught me. It took me years to realize and fully appreciate the value of this book's core message. Which is why I think that it is worth every penny of its thirty seven dollar price.

Highly recommended for anyone who conducts and evaluates scientific research.

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By Jackal

This is written for academics in the field of organisational theory (and adjacent fields). The book provides very useful advice of how to get your manuscript published.

The book doesn't say much what is really a good manuscript because the book is about getting published. That is not the same as having something valuable to say. If you have a crappy manuscript and adhere to the advice in this book, you still increase your chances of having your manuscript published. If you have a good manuscript you still need to adhere to the advice in this book. So you still need to read this book.

If your ambition level is to write a good manuscript (in addition to being published) you should also read Van de Ven's "Engaged Scholarship" (quite simple, practical) and Elster's "Explaining Social Behaviour" (more complex, theoretical, abstract) plus relevant articles that you are exposed to only in good PhD programmes.

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A valuable starting point for any budding academic

By A Customer

A very well organised book that does well to frame itself for both experienced academics and those starting out. I particularly enjoyed the exercises, these added a great deal of value to the starting process of writing and motivated me to start writing! (almost fools you into doing it, before you know where you are there's a

half decent paper in the making on your desk in front of you).

I have only one issue with the book as it stands - and this is small. The chapter on presentation (9) seemed a little out of place (as in conference presentation not written), perhaps a stronger link between this and its relevance for academic writing may have been made.

Otherwise a very engaging book that's written to be easily digested and acted upon. I defy anyone having read this not to walk away feeling energised about the prospect of getting your ideas out into the academic community.

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