

THE SCIENTIST'S GUIDE TO WRITING

THE SCIENTIST'S GUIDE TO WRITING

HOW TO WRITE MORE EASILY AND EFFECTIVELY THROUGHOUT YOUR SCIENTIFIC CAREER

STEPHEN B. HEARD

PRINCETON UNIVERSITY PRESS

PRINCETON AND OXFORD

Copyright © 2016 by Princeton University Press
Published by Princeton University Press, 41 William Street,
Princeton, New Jersey 08540
In the United Kingdom: Princeton University Press, 6 Oxford Street,
Woodstock, Oxfordshire OX20 1TW

press.princeton.edu

Jacket image courtesy of Shutterstock

All Rights Reserved

ISBN 978-0-691-17021-3

ISBN (pbk.) 978-0-691-17022-0

Library of Congress Control Number: 2015950552

British Library Cataloging-in-Publication Data is available

An earlier version of chapter 28 has been published as “On whimsy,
jokes, and beauty: can scientific writing be enjoyed?”
(SB Heard, 2014, *Ideas in Ecology and Evolution* 7:65-72).

This book has been composed in Minion Pro

Printed on acid-free paper. ∞

Printed in the United States of America

1 3 5 7 9 10 8 6 4 2