

The road to publication in Nature Nanotechnology

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Abstract (Arial 10)

It comes a time you want to publish your results, and although good science will shine regardless of where the paper comes out, choosing the right journal is often critical. In this talk, I will try to explain how we, at *Nature Nanotechnology*, treat your manuscript after you granted us your trust and add value to your science. The choice of referees is the most important aspect of the peer-review process and we are especially careful in our selection. Like most Nature branded journals, we do not rely on an editorial board and are completely independent from Academic Societies. The final decision on whether to publish or not is made by in-house, professional editors (it is 5 of us). With the help of sub-editors and art editors, we polish the text and work on the figures to make sure your science is accessible to the widest possible audience; the press-release team contacts main stream media if the topic is deemed of layman's interest. The upshot of this is that we can only concentrate on very few, selected manuscripts, forcing us to make difficult decisions. Part of the talk will be devoted in trying to demystify the criteria we use to select the papers we publish.

References

<http://www.nature.com/nnano/index.html>

<http://twitter.com/Naturenano>

Figures

