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3 Pine Ridge Way :: Mill Valley, CA 94941 :: USA

Tel: (415) 383-5203 :: Fax: (415) 383-3038

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The title is essential in bringing your manuscript to the readers' attention, especially where the database being searched does not include the abstract of the article. It should include all essential words in the right order so the topic of the manuscript is accurately and fully conveyed. An excellent title is the key to ensuring your article will be found. An improperly titled paper may be lost and never reach its intended audience.

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1. Write the title early in the writing process and critique it the same as any other section of the manuscript.
2. A title should be the fewest possible words that accurately describe the content of the paper (the recommended length is 10 - 12 words).
3. The golden rule is: Express only one idea or subject in your title.
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5. Use key words which highlight the main content of your manuscript and can be understood, indexed, and retrieved by a database search.
6. Be concise. Omit all waste words such as "A study of ...", "Investigations of ...", "Observations on ...".
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8. Use simple word orders and common word combinations.
9. Be as descriptive as possible and use specific rather than general terms: for instance, include the specific drug name rather than just the class of drug.
10. Write scientific names in full, for instance *Escherichia coli* rather than *E. coli*.

11. Avoid using abbreviations and acronyms; they could have different meanings: for instance "Ca" for calcium could be mistaken for "CA", which means cancer.
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