Author Academy:
Tools and Possibilities

Dr. Alexis Vizcaíno
Publishing Ass. Editor
Dept. Earth Sciences, Geography and Environment
• Introducing Springer

• Publishing in Russia

• Publishing tools

• Publishing Research Papers and Books
A little more about me...

I am marine sedimentologist: Paleoseismology and Paleoclimatology. PhD from Barcelona University and Postdoc at Stanford University. Working at Springer since May 2014.

Three field seasons in Torres del Paine Nat'l Park, Patagonia

Six oceanographic cruises in the Mediterranean Sea and in the Atlantic, Pacific and Indian oceans.

On Board RV Marion Dufresne, RV Hesperides, RV Sonne, RV Roger Revelle

Sedimentologist with experience in geochemistry, geophysical interpretation
Who we are, what we do

More than 165 years of publishing

Our business is publishing.

Throughout the world, we provide scientific and professional communities with superior specialist information.
Who we are, what we do

More than 150 Nobel prizewinners have published with Springer. All 2014 Nobel prizewinners are Springer Authors
# Global List of Countries by documents published

<table>
<thead>
<tr>
<th>Country</th>
<th>Documents</th>
<th>Citable documents</th>
<th>Citations</th>
<th>Self-Citations</th>
<th>Citations per Document</th>
<th>H index</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>7,846.972</td>
<td>7,281.575</td>
<td>152,984.430</td>
<td>72,993.120</td>
<td>22.02</td>
<td>1.518</td>
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<tr>
<td>China</td>
<td>3,129.719</td>
<td>3,095.159</td>
<td>14,752.062</td>
<td>8,022.637</td>
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<tr>
<td>United Kingdom</td>
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<td>37,450.384</td>
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<td>Japan</td>
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<td>4,815.333</td>
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<td>15,317.599</td>
<td>3,570.431</td>
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<td>India</td>
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<td>825.025</td>
<td>5,666.045</td>
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<td>Spain</td>
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<td>Netherlands</td>
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<td>4,164.813</td>
<td>1,415.014</td>
<td>10.98</td>
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</table>
Map Russian disciplines: Documents, Cites & H Index

H index: A scientist has index $h$ if $h$ of his/her $N_p$ papers have at least $h$ citations each, and the other $(N_p - h)$ papers have no more than $h$ citations each.
What is the status of scholarly publications in Russia?
Russia, Brazil, Middle East and Latin America: Citable documents
What is the status of scholarly publications in Russia?

Source:
http://www.scimagojr.com
Springer support

• Publishing Principles
• Author Academy and Online tools
  • Social Media
  • Marketing Support
• World Wide Distribution
Who we are, what we do

Get Read. Publish With Springer.
When you publish with Springer, your work gets the attention it deserves.

LATEST NEWS

New York / Heidelberg, 1 March 2011
Spotlight on autism research
First consultant of child psychiatry in the UK reviews state of knowledge on autism

Heidelberg / Potsdam, 28 February 2011
In-Memory Data Management: An Inflection Point for Enterprise Applications
Springer book on in-memory data management, a key technology described for the first time by its inventors Plattner and Zeller
Springer Author Academy

...because your research is not finished until it is published

Welcome to the Springer Author Academy, a guide from Springer and Edanz on the basics of writing and publishing a scientific manuscript. You can use the links to the right or below to find advice on specific topics.

Before you begin, it may be useful to remind yourself of why publishing your work is important. You might need to publish in order to graduate, get a job, or advance your career. But first take a moment to think about two of the most important aims of scientists:

- To add to the body of human knowledge
- To help yourself and others understand the nature of the universe

You can’t accomplish these goals without publishing! After all, the main way that others learn about your work is through your published articles. If you don’t publish, other researchers can’t build on your work; it will be as if you never did the research.

In other words: Your research is NOT complete until it has been published.
Why publish? To exchange ideas globally

Present new and original results or methods

Advance (not repeat) scientific knowledge and enhance scientific progress

Credibility of results

Grant writing, research funding

Recognition and career advancement

Personal prestige, satisfaction and enjoyment

Your obligation / duty as a scientist!

Cloud computing: state-of-the-art and research challenges

Qi Zhang · Lu Cheng · Raouf Boutaba

Original Papers

Abstract  Cloud computing has recently emerged as a new paradigm for hosting and delivering services over the Internet. Cloud computing is attractive to business owners as it eliminates the requirement for users to plan ahead for provisioning, and allows enterprises to start from the small and increase resources only when there is a rise in service demand. However, despite the fact that cloud computing offers huge opportunities to the IT industry, the development of cloud computing technology is currently at its infancy, with many issues still to be addressed. In this paper, we present a survey of cloud computing, highlighting its key concepts, architectural principles, state-of-the-art implementation as well as research challenges. The aim of this paper is to provide a better understanding of the design challenges of cloud computing and identify important research directions in this increasingly important area.

Keywords  Cloud computing · Data centers · Virtualization

1 Introduction

No up-front investment: Cloud computing uses a pay-as-you-go pricing model. A service provider does not need to invest in the infrastructure to start gaining benefit from cloud computing.
<table>
<thead>
<tr>
<th>OVERVIEW</th>
<th>DISPLAY ITEMS</th>
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<tr>
<td>» Why publish in English?</td>
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<td>» Why is good writing important?</td>
<td>» Tables</td>
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<tr>
<td>» What do journal editors want?</td>
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<td>» Types of journal manuscripts</td>
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<thead>
<tr>
<th>BEFORE YOU BEGIN</th>
<th>OVERCOMING LANGUAGE BARRIERS</th>
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<tbody>
<tr>
<td>» Identifying hot topics for research</td>
<td>» Concise writing</td>
</tr>
<tr>
<td>» Study design</td>
<td>» Comparisons (between, among, like, with, than)</td>
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<td>» Reference managers</td>
<td>» Proper nouns</td>
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<td></td>
<td>» Articles</td>
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<td></td>
<td>» Use of respectively</td>
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<td>» Numerals and units</td>
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<td>» Spelling</td>
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<td>» Punctuation</td>
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<td>» Large/small/high/low</td>
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</table>

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<th>CHOOSING A JOURNAL</th>
<th>PUBLICATION ETHICS</th>
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<tr>
<td>» How to choose a target journal</td>
<td>» Publication ethics</td>
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</table>

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<tr>
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<th>SUBMITTING</th>
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<tr>
<td>» Overview of IMRaD Structure</td>
<td>» Formatting your manuscript</td>
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<td>» The importance of titles</td>
<td>» Cover letters</td>
</tr>
<tr>
<td>» Abstract and keywords</td>
<td></td>
</tr>
<tr>
<td>» Introduction</td>
<td></td>
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<tr>
<td>» Materials and Methods</td>
<td></td>
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<tr>
<td>» Results</td>
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<tr>
<td>» Discussion and Conclusions</td>
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<tr>
<td>» Acknowledgments</td>
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<tr>
<td>» References</td>
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</table>

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<tr>
<th></th>
<th>PEER REVIEW</th>
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<tr>
<td>» Introduction to peer review</td>
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</table>
Templates and Language Editing

**DOES SPRINGER PROVIDE TEMPLATES AND STYLE FILES FOR PREPARING A JOURNAL ARTICLE?**

Yes, for your convenience Springer has developed macros and templates to help you prepare your manuscript. Information about the preferred format for the individual journals can be found in the specific journal’s Instructions for Authors.

- Word Template (zip, 154 kB)
- LaTeX Macro Package (zip, 182 kB)

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Elaine Monaghan
2005 - PGCert Biological Recording (Collection & Management), University of Birmingham

**Expertise:** Biological Sciences, Earth Sciences, Environmental Sciences

Monica Kam
2008 - PhD Neuroanatomy, University of Auckland

**Expertise:** Neurosciences, Biological Sciences, Clinical Sciences

Alissa Nana
2009 - PhD Neuroanatomy, University of Auckland

**Expertise:** Neurosciences, Clinical Sciences, Medical and Health Sciences

Chad Walker
2005 - PhD (candidate) Human-Environment Studies, Kyushu University

**Expertise:** Psychology, Artificial Intelligence and Image Processing, Public Health and Health Services

Mitchell Arico
2006 - (Post) Snr. Colloquium

Anthony Hill
2001 - PhD, Clinical
Choosing a journal

• Talk to colleagues
• Websites of research groups and researchers working in your topic area. How visible has their research been? How well-cited? Social Network sites?
• Follow up references in research papers
• Use the digital libraries, A&I services, online archives etc EBSCO, SCOPUS, arXiv
• Check publisher sites, you can often find useful information there in the ‘for authors’ section
• Make use of the expertise of your Library staff
Uses advanced matching algorithms and natural language processing to identify the 'fingerprint' of a scientific text and match it to the fingerprint of a journal's content. Simply enter an abstract, description, or any scientific text. Journal Selector will match the text to journals that have published relevant papers. Results can be sorted and refined based on match strength, Impact Factor, and publication frequency. Your text can be updated at any time to improve results.

http://www.springer.com/gp/authors-editors/journal-author
The journal’s Match Analysis explains why the journal is considered to be relevant to your paper.

A higher score on a matched concept means a stronger relevance for that topic.

Clicking on journal titles will take you to a page with more detailed information about that journal.
Once you have narrowed the options to a few journals you should visit a journal’s website to aid in making a final decision.

Be sure to review the journal’s Aims and Scope, search for related prior publications, and read the Instructions for Authors.
The list of Relevant Articles shows papers previously published by that journal which are related to yours.
Author documents, guidelines, and information

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• Google and semantic links
• Visualization of electronic book chapters
• eCampaigns
• eNewsletters
SpringerLink: rd.springer.com

264.221 Result(s)
within Earth Sciences and Geography

Refine Your Search

Sort By: Newest First

Book

New Developments in Mode-Water Research
Dynamic and Climatic Effects
Atsushi Kubokawa, Shang-Ping Xie... (2013)

Chapter

Progress of North Pacific mode water research in the past decade
This article reviews the progress in research on North Pacific mode waters of the past decade from the physical oceanographic perspective. The accumulation of satellite altimeter sea surface height data, the
Advantages: eBooks + Print

Reach printed version vs the online version

Many advantages for:

- Libraries
  - More content/service
  - Higher usage
  - Better tracking
  - Preservation

- Researchers
  - Easier to search
  - Easier to cite
  - 24/7 access
  - Remote access

- Authors
  - Never out of print
  - Wider distribution
  - Global readership
  - More citations*

- Publishers
  - Lower distribution costs
  - Better marketing efficiency
  - New markets

*ISI launched in 2011 the book citation index (a new part of Web of Science) and citations are tracked in the Web of Science
Publishing with Springer

- Journal or Book
- Types of publication
- Preparing a manuscript
- Author Academy
- Submitting/Rejection/Revision/Acceptance
Journal?

Traditional academic research journal
Main venue for primary research, rigorously peer-reviewed

Professional journal/magazine
Mainly review and how-to articles, lots of commissioned material, heavily edited but not necessarily peer-reviewed

Review journal
Covers current trends, usually peer-reviewed, contain some commissioned material

Letters journal
Rapid communication of interim work, peer-reviewed, a good way to get very new and ongoing research initially published
Preparing a manuscript

PLANNING STAGE
Identify questions to be answered, analyses to be reported and target place of publication

Set framework for document (page size, outline, headings, ...)

Outline structure, construct tables & figures

Grotty first draft

Use journal checklists and instructions to authors

Presentable second draft

Circulate to coauthors

Good third draft

Circulate to peers and coauthors

Excellent fourth draft

FINAL DOCUMENT
Submit

Polish up presentation, revisit checklists

## How to structure your article

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td>Read first and most. Keep it short and to the point. Must reflect the content of the paper.</td>
</tr>
<tr>
<td><strong>Authors</strong></td>
<td>Correct spelling, consistency in affiliation. Consider using OrcID</td>
</tr>
<tr>
<td><strong>Abstract</strong></td>
<td>75-250 word summary of objective and results. Includes key message of paper.</td>
</tr>
<tr>
<td><strong>Keywords</strong></td>
<td>Synonyms relevant as search terms e.g. in Google. Ideally not words from title because title words are automatically keywords.</td>
</tr>
<tr>
<td><strong>Introduction</strong></td>
<td>Explain i) why the work was conducted ii) what methodology was employed iii) why you chose this particular methodology iv) How the methodology accomplished the hypothesis set out in your abstract.</td>
</tr>
<tr>
<td><strong>Methodology</strong></td>
<td>Written clearly and concisely so that someone can follow what you did.</td>
</tr>
</tbody>
</table>
## How to structure your article (cont.)

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Analysis/Results</strong></td>
<td>Present the results clearly and carefully.</td>
</tr>
<tr>
<td><strong>Discussion</strong></td>
<td>Discuss the results here. If the results were not what you were expecting this is where you can provide insights or speculations as to what happened and/or what you could have done differently.</td>
</tr>
<tr>
<td><strong>Conclusions</strong></td>
<td>Write down your conclusions from the study.</td>
</tr>
<tr>
<td><strong>Acknowledgements</strong></td>
<td>Acknowledge the people and institutions who have made your research possible e.g. funding.</td>
</tr>
<tr>
<td><strong>References</strong></td>
<td>Properly cite your referenced material; use the style of the journal.</td>
</tr>
<tr>
<td><strong>Supplementary Material</strong></td>
<td>List any supplementary materials, appendices.</td>
</tr>
</tbody>
</table>
A good title

**Poor**
An analysis of corruption and its good and bad effects on types of innovation with special application to African countries using a multi-dimensional methodology

**Too long**

**Better**
Effects of Corruption on Innovation in Africa: A Multidimensional Analysis

**Shorter and easy to understand**
Abstract

The majority of people will only read this section

It must be able to ‘stand alone’

An accurate summary of your research and conclusions reached

Structured or unstructured?

**ALWAYS** consult the Guide for Authors for specific requirements
A good Abstract should ...

Be brief

State the objectives and scope of the study/investigation

Describe the methods employed

Summarize the results

State the principal conclusions

Avoid abbreviations unless necessary

Avoid references
The ‘write’ order

For maximum clarity and consistency, write your manuscript in this order:

- Methods
- Results
- Introduction
- Discussion
- Title
- Abstract

Write **during** the research

Write **after** selecting your target journal

Write **last**
Some good advice...

- give yourself time to reflect, write, review and refine

- give others a chance to read/review and provide feedback

- get a reader’s point of view

- find a good writer/editor to critique your writing

- starting a paper three days before a deadline, while results are still being generated, is a non-starter!
Revision

• Nearly every manuscript requires revision

• Editors and reviewers mean to help you improve your article
• Do not take offence

• Minor revision does NOT guarantee acceptance after revision.
• Do not count on acceptance, but address all comments carefully

• Revise the manuscript
• All the parts the reviewers point out
• Respond to comments
Rejection

• “Paper is a routine application of well-known methods”
• “Novelty and significance are not immediately evident or sufficiently well-justified”
• “Paper presents an incremental advance or is limited in scope”
• “Paper is of limited interest”
• “Inadequate response to reviewers”
• “Inappropriate (or no) suggested reviewers”
• “Inadequate standard of English”
• “Out of scope of the Journal”
Once accepted

Springer **Article Tracking** will guide you through the stages from the moment your article has been accepted until it is published. Every step is described and will let you know whether action is required.

When action from your side is required this will also be announced by e-mail:

- Confirmation of receipt
- Typesetting
- Article proofs sent to author
- Corrected proofs returned by author
- Online First – Article available online
- Journal Issue available online
- Article published (in print)
Publication Ethics

Scientific misconduct
- Falsification of results

Publication misconduct
- Plagiarism
  - Different forms / severities
  - The paper must be original to the authors
- Duplicate submission
- Duplicate publication
- Inappropriate acknowledgement of prior research and researchers
- Inappropriate identification of all co-authors
- Conflict of interest
The Journey of an Article
Or book?

I have an idea!

- How do I get started?
Where do I start?

Talk to, or contact a Publisher...

alexis.vizcaino@springer.com
It doesn’t have to be like this...
1. Monograph

A scholarly book, or a treatise, on a single subject or a group of related subjects. A non-serial work (not in a series), often single authored but also co-authored. Often called a ‘research monograph’:

2. Textbook

A course book, a formal manual of instruction in a specific subject, especially for use in schools, colleges, Universities. Designed to meet demands of a particular course. Often with exercises, questions and solutions. Target audience, students.
3. Edited volume

Also known as a contributed volume. Invited works. Often one or more volume editors. Organized thematically. Wide focus, interdisciplinary.

4. Proceedings

Collection of academic papers published in the context of an academic conference, congress, symposium, summer school, workshop, etc. Sometimes sponsored by a Society or Association, usually including abstracts or reports of papers presented by the participants.
5. Professional texts
Written for industry or commerce, often as a manual, guide, data compendium, written for use by professionals.

6. MRW – Major Reference Works
A single or multi-volume reference work that provides general background on either a wide range of topics or a more specialized discipline, for example an encyclopedia.
7. Handbooks (Springer Reference)

Similar to MRW’s, a concise compilation of approved key information on methods of research, general principles, and functional relationships.
8. Briefs

- **Concise** summaries of cutting-edge research

- **Compact** refereed monographs under the editorial supervision of an international advisory board and publish 8 to 12 weeks after acceptance

- **50 to 125 pages** with a clear focus

- **Timely reports of state-of-the-art analytical techniques**, bridges between new research results, snapshots of hot and/or emerging topics, literature reviews, and in-depth case studies
9. Popular science

Suitable for the trade market, scientific topics/angle with wide general public interest

10. Thesis

Selection of the very best PhD theses from around the world, Nominated and endorsed, each published volume has been selected for its scientific excellence and the high impact of its contents for the pertinent field of research.
11. Springer Protocols


12. Lecture Notes

A source of advanced teaching material for specialized seminars, courses and schools. A bridge between advanced graduate textbooks and the forefront of research.
Future books and applications - apps
## Developing and submitting a proposal

4 pages, dynamic field, .pdf

### Title information

### Author/Editor information

### Book Information

### Competitive Literature

### Additional Information

#### 3. BOOK INFORMATION

3.1 Type of work:
- Monograph
- Contributed volume
- Proceedings
- Highschool textbook
- Undergraduate textbook
- Graduate/advanced undergraduate textbook
- German textbook
- Reference work
- Handbook
- Manual
- Dictionary
- Encyclopedia
- Atlas
- Other: [ ]

3.2 Originality of the work:
- New
- Previously published with Springer
- Previously published with other publisher
- Previously published electronically
- To be translated
- To be revised
- Other: [ ]

#### 1. TITLE INFORMATION

Tentative Book title:

Subtitle (if any):

#### 2. AUTHOR(S)/EDITOR(S) INFORMATION

<table>
<thead>
<tr>
<th>Author(s)/Editor(s):</th>
<th>van Gameren</th>
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<tr>
<td>Last Name:</td>
<td>Robert</td>
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<tr>
<td>Role:</td>
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<td>Professional/Academic affiliation:</td>
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#### 4. COMPETITIVE LITERATURE

Please provide information about competing titles in the area, with as much detail as possible. At a minimum, please include author/editor name(s), title, and year of publication.

| Title: | |
| Author(s)/Editor(s): | |
| Publisher: | |
| ISBN: | |
| Year of publication: | |
| Price in USD: | |
| Price in EUR: | |
| Number of pages: | |
| How is your book different: | |

[Add Remove]
What makes a good manuscript?

Summarizes the current state of the field

Presents various research streams in a balanced manner

Describes the limitations of individual studies

Provides possible developments for the field in the next 5-10 years

Proposes research that will advance the field

Shows a presentation style tailored to the target audience

Includes helpful additional features like recommended reading, index, exercises, etc.

Take home message – what this book is about, what to do with all this info
Book Series

a collection of volumes on a particular subject

Vs standalone publications: a one-off publication on a particular subject

There is no rule on what is best! Series often have very special requirements

Talk with your publisher and ask advice – you want your book to be well placed in order to reach a wide audience
Publishing Agreement

The following agreement has been approved by and entered into between

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(hereinafter called Author)
on the one part and

Springer Science + Business Media B.V., Dordrecht
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Thank you

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