

CiQUS Lecture

**Getting Published in 2025 and Beyond:
How to Adapt to a Rapidly Changing Publication
Landscape****Dr. Ruben Ragg**

Editor-in-Chief of ChemBioChem - Wiley-VCH

Wed. February 26, 2025**11:00 AM - CiQUS Seminar Room****Dr. Ruben Ragg**

Editor-in-Chief of ChemBioChem at Wiley-VCH

A specialist in scientific publishing and communication

Abstract

Let's face it, the publishing landscape has changed rapidly over the past years. From print-only to online access, and now to a world where +90% of the papers are found either through a search engine, social media, or even AI. Interestingly, the actual process of bringing together your research into a publishable manuscript has not changed that much, but our reading (or media consumption) habits have changed drastically. I am going to show you various tips and tricks that you can use to adapt your manuscripts to that "new publishing world" — It is now more than ever important not only to get published but to get noticed.