A highly competitive research environment with increasingly limited research funding has created a “Publish or Perish” attitude among scientists who are judged on the quantity rather than quality of their research articles. This presentation provides a brief overview of current trends and challenges in scientific publishing, some ethical considerations, how publishers and authors interact and influence each other, and how the publishing arena is being transformed. Tips will be presented on how to select an appropriate journal for your paper, what aspects of preparation and presentation to focus on from an editor’s and referee’s perspective, and hints for increasing the discoverability of your paper after publication.