

# Review of: "Publish or perish: time for a rethink?"

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Potential competing interests: No potential competing interests to declare.

This is the beginning of an interesting article on publishing models and their impact on quality across the industry. Right now, however, the authors need to focus on defining who this piece is for as that will allow them to determine what format to write in, what data to present and what take home messages they want readers to gain.

The piece is written very much as a perspective article but without any associated data analysis or presentation and at times appears to draw conclusions that might not necessarily be supported by the information e.g. that new publishing models were created from the 'publish or perish' mindset or that the rapid increase in published material has limited value (with no reference to the expansion in global R&D and funding, which has increased the output of research independently of any publish or perish rationale).

The piece ends with interesting views on how to improve or dramatically 'shake up' the industry going forward but not enough space is given to fully debate those ideas.

As mentioned above this has the the potential to be interesting and provide new insights into publishing models and incentive systems but the piece needs to focus on its audience and its message, back it up with data and keep in mind the nuances of the publishing industry where things are more interlinked than might be expected.