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Full Page Ads

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You can expect the following changes that will surely capture the many aspects of physiology important to your research:

**New Name and New Look**

*News in Physiological Sciences* was renamed *Physiology*. Both the cover and the inside pages have a new, state-of-the-art look.

**New ISSN**

As of the August 2004 issue, the journal has a new ISSN. The new ISSN is 1545-9213, but it is a continuation of *NIPS*, volume 19 (former ISSN 0886-1714).

**New Features**

There are a number of new features, such as culled abstracts from other important papers, short articles on emerging topics and on emerging technologies, and reviews of web sites and occasional historical perspectives.

**Better use of Illustrations and Color**

The figures that appear in the articles will be drawn professionally to give the entire journal a polished and exciting look. There will be better use of color throughout.

**Best Authors, Excellent Editing, and Improved Graphics**

Through the efforts of the best authors, excellent editing, and improved graphics, the main goal of *Physiology* will still be to keep physiologists and others up-to-date on topics they may not follow closely. This journal will continue to report and describe trends, discoveries and events of interest to scientists and others working in the field of physiology. The main body of *Physiology* will still contain short review-type articles that have been the strength of NIPS.
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