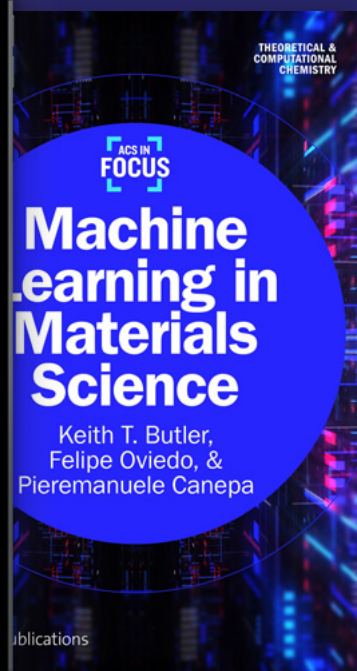
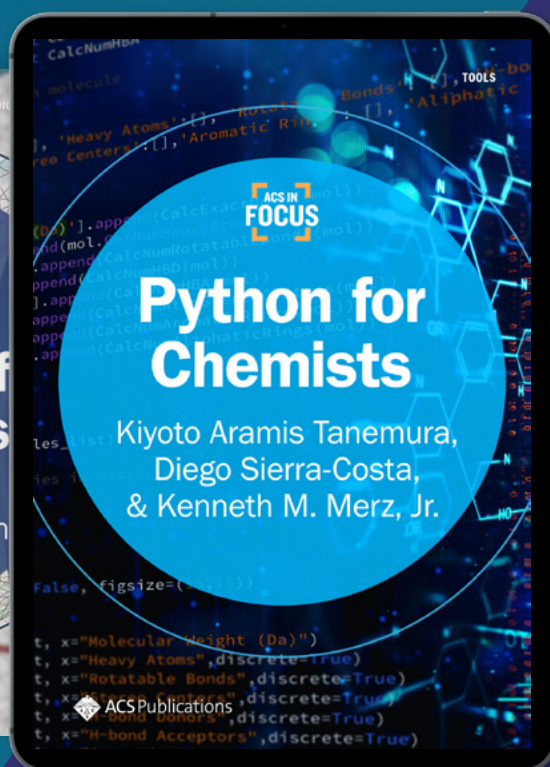
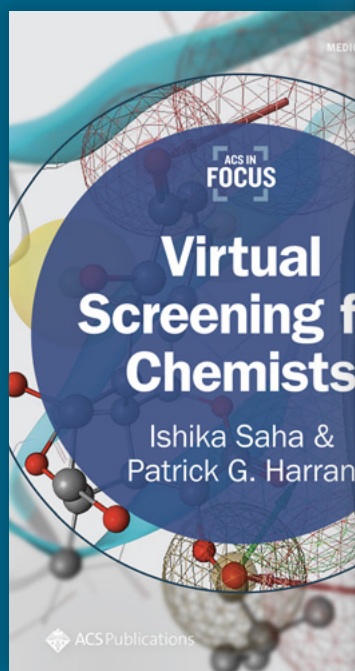


ACS IN
FOCUS



Get up to speed quickly on emerging topics

The *ACS In Focus* primers help readers of all levels accelerate their fundamental understanding of new topics and core techniques from across the sciences. In an instructional setting, these works bridge the gap between textbooks and literature. For the seasoned scientist, they satisfy the hunger for continuous growth in knowledge and capability.

solutions.acs.org/ACSInFocus



ACS Publications
Most Trusted. Most Cited. Most Read.



The first step toward advancing understanding and launching into the literature.

What is *ACS In Focus*?

ACS In Focus primers are four- to six-hour reads using non-specialist language that topic newcomers can easily digest and are delivered in our new e-reader platform. Renowned *ACS In Focus* authors cover a broad range of emerging topics, important techniques and related applications, careers options, and ways in which topics are applied in business and industry.

Who is it for?

Any scientist who wants to get up to speed on a topic outside of their current competencies can benefit from the *ACS In Focus* series.

Upper-level Undergraduates: Introduce budding scientists to emerging interdisciplinary and chemical topics. These primers will help bridge the gap from undergraduate curriculum to active research and advanced learning. *ACS In Focus* titles help students grasp the real-world impact of the science they are learning.

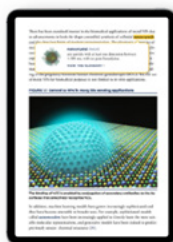
Graduate Students: Bring graduate students up to speed when they first join a research group and enter the lab. *ACS In Focus* helps build the confidence needed to take on new challenges and be a productive member of a fast-moving research team.

Practicing Scientists: Even experienced scientists find places in which they want to expand their expertise and continue learning. Because these primers capture emerging topics, it's an efficient way to learn about cutting edge techniques and new topics.

What's in each e-book?

Each primer includes several reader-friendly features, such as

- **Authored Multimedia:** complex concepts explained via molecular models, video, and more
- **Insider Q&A:** interviews with field insiders (with transcript)
- **Check Your Understanding:** eight to ten end-primer questions, with answers provided by video by the field's key players (with transcript)
- **Read These Next:** suggested content, often review articles to read after the primer
- **A Day in the Life:** case studies of how a tool is used or the author's practical advice
- **Pop-up glossary:** quickly learn the definitions of key terms
- **That's a Wrap:** bulleted end-of-chapter summary



Check out these exciting new titles!



Multimedia including molecular models, video, and more!

How do I get access?

The Inaugural Collection, containing 10 primers, and Collections 1–3 are fully published and currently available for purchase. Collection 1 and subsequent collections are expected to contain 20 primers.

Contact your sales representative pubs.acs.org/salescontacts or email us at ACSPubsSales@acs.org to review all acquisition options.