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## Editorial

# Short and Sweet

This editorial will be defined by its brevity. There is no question that some of the most meaningful manuscripts by learned scholars are presented in the limited space required by prestigious journals. If this thought were emulated in dental publications, it would allow more papers to be published in an issue of a periodical and therefore, speed up the publication process. This would be an omnipotent benefit for both authors and readers alike.

The lack of concise publications is comparable to watching a weather report on television. It is necessary to invest seemingly endless time on national and international reports before knowing whether or not we need to take an umbrella for the day—an all-too-common annoyance for the discerning public. Instead, we need to identify the pertinent facts and stay on track. This is especially important when considering the introduction and discussion sections of your manuscript. It is unnecessary and cumbersome to mention every previous publication addressing the topic, and the excess of words imposes on the time and attention span of our readership, as well as expands the list of citations in the reference section. Concentrating on significant information can easily reduce a full page to a half page without losing a single relevant fact.

Therefore, I pose this to you: Keep focused on the salient feature of the manuscript and remember that an excess of meaningless information challenges the reader's attention span and requires a greater investment of time to acquire a take-home message. Our goal is to transmit information and help create readership understanding, not bury our audience in superfluous material.

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Editor-in-Chief