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Application of established analytical approaches to relatively simple matrices having no major interferences, such as pharmaceutical preparations, are discouraged unless considerable improvements over other methods in the literature are demonstrated. Papers dealing with analytical data such as stability constants, pKa values, etc. should be submitted to more specific journals, unless novel analytical methodology is demonstrated, or important analytical data are provided which could be useful in the development of analytical procedures.

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[2] W. Strunk Jr., E.B. White, The Elements of Style, fourth ed., Longman, New York, 2000.

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