In this charming booklet, Matko Marušić, the founder (1991), Editor-in-chief (1991-2009) and Editor Emeritus (since 2009) of the Croatian Medical Journal (CMJ), tells a story of how he made this new medical journal a good and reputable international journal.

The first part of the booklet "The first five years", the author explains, with great deal of humor, his efforts to acquire new contributions, and how he pre-review the submitted manuscripts. I this part, he lists the most common mistakes, errors and omissions in the submitted manuscript, and explains how to deal with these. The roles of the reviewers, the co-editor-in-chief and entire the editorial staff are also explained, regardless the acceptance or rejection of the manuscript. The final acceptance does not mean that the authors and the editors are now revealed: the author’s duties regarding the proofs and editors’ duties regarding printing are also listed.

The second part of the booklet "The second five years" is devoted to the "Instructions for authors" – the efforts of the journal to make them clear, understandable and helpful to authors – all in accordance to the CMJ's author-friendly policy.

In the third part entitled "The first ten years" the author explains that the success of the CMJ is due to the constant, persistent, diligent and honest job of not only himself, but also of his coeditor-in-chief (Ana Marušić), whose enormous contribution M. Marušić acknowledges with great gratitude.

Finally, in "The end article", the author explains the causes of his decision (the sweet-bitter one, as he emphasizes) to take leave, after 17 years, of his position as editor-in-chief of the CMJ. His unsuccessful effort to protect the editorial freedom and independence led to this decision.

This conflict originated from the CMJ retractions of several plagiarized articles of Asim Kurjak, whose plagiarism was detected by the editor of the British Medical Journal. Although the international scientific community tried to convince the leadership of the Zagreb Medical School that the CMJ acted according to the highest international standards of the editorship and publication ethics, the pressure was so intense that Matko Marušić left his position of the Editor-in-chief and took position of the dean of the University of Split’s School of Medicine. M. M shows no bitterness regarding these sad events; the only trace of his disappointment is that the fairness came not from the colleagues, but from legal authorities.

The hard work of editing a medical journal is described in detail and in an amusing way in this booklet. I think that is due to the fact that Matko Marušić really loves this job, and spares no effort to help authors to write their articles suitable for reputable international medical journals, to which the CMJ, due to devoted job of its editors, belongs undoubtedly. Therefore, the booklet is equally valuable to all three main actors in the publishing game – authors, reviewers and editors – that certainly would benefit by reading it. And finally, and not less important, this book is so amusing that it is read with great pleasure, in spite of the seriousness of the topic.