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Style

Lessons in Clarity and Grace *Longman Publishing Group*

For courses in English and Writing. Emphasizes the importance of style in writing for a global audience Style: Lessons in Clarity and Grace asserts that style is a matter of making informed choices in the service of one's readers. While writers know best what they want to say, readers ultimately decide if they've said it well. This flagship text builds on that premise, with updates on subjects such as gender-neutral writing and writing for global audiences. It brings the authors' innovative approach to the needs of today's students, while maintaining that writing with style is a civic and ethical virtue. Also available with Pearson Writer Pearson Writer is a revolutionary digital tool for writers at all levels. Built for mobile devices, it streamlines the tedious and time-consuming aspects of writing, so that students can focus on developing their ideas. Pearson Writer makes it easy to stay organized, track tasks, and stay on top of writing projects. Students can set milestones prior to the due date, manage their sources, organize their notes visually in the Notebook, and even get automatic feedback on their prose. Pearson Writer is now available with Noteclipper, which allows students to save online sources quickly and easily. Features of Pearson Writer: Writing, Grammar, and Research Guide is a go-to resource any time students have a question or need help. Automatic Writing Review checks prose for possible spelling, grammar, and style errors, while offering grammar lessons and suggestions for revising and editing. Citation Generator keeps track of every source throughout students' research process and builds a bibliography in the background, taking care of those formatting details. Research Database and NoteClipper make searching for and managing source materials easier. Project Manager and Notebook help students stay on top of multiple projects and make organizing ideas and sources less cumbersome. Note: You are purchasing a standalone product; Pearson Writer does not come packaged with this content. Students, if interested in purchasing this title with Pearson Writer, ask your instructor for the correct package ISBN and Course ID. Instructors, contact your Pearson representative for more information. If you would like to purchase both the physical text and Pearson Writer, search for: 013415083X / 9780134150833 Style: Lessons in Clarity and Grace Plus Pearson Writer -- Access Card Package Package consists of: 032197235X / 9780321972354 Pearson Writer -- Standalone Access Card 0134080416 / 9780134080413 Style: Lessons in Clarity and Grace

Style

Lessons in Clarity and Grace

Engaging and direct, *Style: Lessons in Clarity and Grace* is the guidebook for anyone who wants to write well. Williams' and Bizup's clear, accessible style models the kind of writing that audiences—both in college and after—will admire. The principles offered here help writers understand what readers expect and encourage writers to revise to meet those expectations more effectively. This book is all you need to understand the principles of effective writing.

Style

Ten Lessons in Clarity and Grace Addison-Wesley

Style: Ten Lessons in Clarity and Grace, 6/e, presents principles of writing to help students diagnose their prose quickly and revise it effectively. Divided into four sections *Style as Choice*, *Clarity*, *Grace*, and new to this edition, *Ethics* the text features new principles of effective prose, chapter summaries for quick and easy review, and group exercises that encourage students to work and learn together. Williams empowers students to use their writing not only as a tool to identify and solve problems, but also as a method to explore their own thinking.

Style

Lessons in Clarity and Grace Longman Publishing Group

Engaging and direct, *Style: Lessons in Clarity and Grace* is the guidebook for anyone who wants to write well. Engaging and direct, *Style: Lessons in Clarity and Grace* is the guidebook for anyone who wants to write well.

Style

Toward Clarity and Grace

This acclaimed book is a master teacher's tested program for turning clumsy prose into clear, powerful, and effective writing. A logical, expert, easy-to-use plan for achieving excellence in expression, *Style* offers neither simplistic rules nor endless lists of dos and don'ts. Rather, Joseph Williams explains how to be concise, how to be focused, how to be organized. Filled with realistic examples of good, bad, and better writing, and step-by-step strategies for crafting a sentence or organizing a paragraph, *Style* does much more than teach mechanics: it helps anyone who must write clearly and persuasively transform even the roughest of drafts into a polished work of clarity, coherence, impact, and personality.

Style

Lessons in Clarity and Grace Longman Publishing Group

Engaging and direct, *Style: Lessons in Clarity and Grace* is the guidebook for anyone who wants to write well.

Style

The Basics of Clarity and Grace Longman Publishing Group

Covers the elemental principles of writing that empower you to write as a way to explore your thinking. This book presents a problem-solution structure to show you what most guides only tell you. The principles are offered not as hard-and-fast rules, but as commonsense approaches to help you diagnose your own prose quickly and revise it effectively. Williams' book engages you in a conversation on writing and teaches you techniques that can help you write clearly—with grace and style—from publisher's description.

Style

Lessons in Clarity and Grace

Scientific Writing for Psychology

Lessons in Clarity and Style SAGE Publications

In the Second Edition of *Scientific Writing for Psychology*, veteran teacher, editor and author, Robert V. Kail provides straightforward strategies along with hands-on exercises for effective scientific writing in a series of seven lessons. Kail shares an abundance of writing wisdom with "tools of the trade"—heuristics, tips, and strategies—used by expert authors to produce writing that is clear, concise, cohesive, and compelling. The exercises included throughout each extensively class-tested lesson allow students to practice and ultimately master their scientific writing skills.

Dreyer's English

An Utterly Correct Guide to Clarity and Style Random House Trade Paperbacks

NEW YORK TIMES BESTSELLER • A sharp, funny grammar guide they'll actually want to read, from Random House's longtime copy chief and one of Twitter's leading language gurus NAMED ONE OF THE BEST BOOKS OF THE YEAR BY O: The Oprah Magazine • Paste • Shelf Awareness "Essential (and delightful!)"—People We all write, all the time: books, blogs, emails. Lots and lots of emails. And we all want to write better. Benjamin Dreyer is here to help. As Random House's copy chief, Dreyer has upheld the standards of the legendary publisher for more than two decades. He is beloved by authors and editors alike—not to mention his followers on social media—for deconstructing the English language with playful erudition. Now he distills everything he has learned from the myriad books he has copyedited and overseen into a useful guide not just for writers but for everyone who wants to put their best prose foot forward. As authoritative as it is amusing, Dreyer's English offers lessons on punctuation, from the underloved semicolon to the enigmatic en dash; the rules and nonrules of grammar, including why it's OK to begin a sentence with "And" or "But" and to confidently split an infinitive; and why it's best to avoid the doldrums of the Wan Intensifiers and Throat Clearers, including "very," "rather," "of course," and the dreaded "actually." Dreyer will let you know whether "alright" is all right (sometimes) and even help you brush up on your spelling—though, as he notes, "The problem with mnemonic devices is that I can never remember them." And yes: "Only godless savages eschew the series comma." Chockful of advice, insider wisdom, and fun facts, this book will prove to be invaluable to everyone who wants to shore up their writing skills, mandatory for people who spend their time editing and shaping other people's prose, and—perhaps best of all—an utter treat for anyone who simply revels in language. Praise for Dreyer's English "Playful, smart, self-conscious, and personal . . . One encounters wisdom and good sense on nearly every page of Dreyer's English."—The Wall Street Journal "Destined to become a classic."—The Millions "Dreyer can help you . . . with tips on punctuation and spelling. . . . Even better: He'll entertain you while he's at it."—Newsday

Style

The Basics of Clarity and Grace, Books a la Carte Edition Longman Publishing Group

Revel for Style

Lessons in Clarity and Grace -- Access Card *Pearson*

For courses in English and writing. Emphasizes the importance of style in writing for a global audience. Revel (TM) Style: Lessons in Clarity and Grace asserts that good style is a matter of making informed choices in the service of one's readers. While writers know best what they want to say, readers ultimately decide if they've said it well. This long-established and highly respected text builds on that premise, with this 13th Edition providing up-to-date advice on gender-neutral writing and writing for global audiences. The principles offered here help writers understand what readers expect and encourage writers to revise to meet those expectations more effectively. This book is all you need to understand the principles of effective writing. Revel is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, Revel replaces the textbook and gives students everything they need for the course. Informed by extensive research on how people read, think, and learn, Revel is an interactive learning environment that enables students to read, practice, and study in one continuous experience -- for less than the cost of a traditional textbook. NOTE: Revel is a fully digital delivery of Pearson content. This ISBN is for the standalone Revel access card. In addition to this access card, you will need a course invite link, provided by your instructor, to register for and use Revel.

Style

The Basics *Pearson*

Style: The Basics of Clarity and Grace reflects the wisdom and clear authorial voice of Williams' best-selling book, Style: Lessons in Clarity and Grace, while streamlining every chapter to create a very brief, yet powerfully direct guide to writing with style. The concise clarity of this book makes it a handy reference for anyone interested in good writing--as well as a quick and ideal guide for freshman composition courses, writing courses across the disciplines, and as a supporting text in courses that require clear and direct writing. Style: The Basics covers the elemental principles of writing that will help students diagnose the strengths and weaknesses of their prose quickly and revise effectively. The text features principles of effective prose written in Williams' hallmark conversational style, offering reason-based principles, rather than hard and fast rules, for successful, effective writing.

Style

Ten Lessons in Clarity & Grace *Addison Wesley Publishing Company*

Engaging and direct, "Style: Lessons in Clarity and Grace" is "the guidebook for anyone who wants to write well. Key Benefit Engaging guidebook for anyone who wants to write well. Key Topics Style, Clarity, Grace, Form, Ethics Guidelines for writing. Market: General Interest: Improving writing

The Sense of Style

The Thinking Person's Guide to Writing in the 21st Century

"Pinker has a lot of ideas and sometimes controversial opinions about writing and in this entertaining and instructive book he rethinks the usage guide for the 21st century. Don't blame the internet, he says, good writing has always been hard. It requires imagination, taking pleasure in reading, overcoming the difficult

we all have in imagining what it's like to not know something we do know."--Publisher information.

Style

Lessons in Clarity and Grace Plus MyWritingLab -- Access Card Package *Longman Publishing Group*

Engaging and direct, Style: Lessons in Clarity and Grace is the guidebook for anyone who wants to write well. Engaging and direct, Style: Lessons in Clarity and Grace is the guidebook for anyone who wants to write well. Williams' own clear, accessible style models the kind of writing that audiences--both in college and after--will admire. The principles offered here help writers understand what readers expect and encourage writers to revise to meet those expectations more effectively. This book is all you need to understand the principles of effective writing.

Stylish Academic Writing *Harvard University Press*

Elegant ideas deserve elegant expression. Sword dispels the myth that you can't get published without writing wordy, impersonal prose. For scholars frustrated with disciplinary conventions or eager to write for a larger audience, here are imaginative, practical, witty pointers that show how to make articles and books enjoyable to read—and to write.

The Write Genre

Classroom Activities and Mini-lessons that Promote Writing with Clarity, Style and Flashes of Brilliance

Pembroke Publishers Limited

How do we make writing meaningful to students? A leading educator and a popular novelist present a refreshing exploration of how the challenges of professional writers can give students new insights into writing. The Write Genre presents a balanced approach to writing workshops in grades 3-9. It provides hands-on activities that focus on all stages of the writing process, with teacher-directed assignments and self-selected writing lessons that emphasize writing to learn. These unique lessons are designed to help students write with a concrete purpose and audience in mind and complete assignments that are more focused and authentic. Organized around six writing genres, more than fifty mini-lessons deal with specific skills that help students write effective fiction and nonfiction in such genres as: personal memoir—from techniques involving a personal memoir timeline and organizer to great ways to start, create powerful paragraphs, and cut the clutter; fictional narrative—from character, plot, and dialogue to point of view and conflict resolution; informational report—from strategies for reading nonfiction and K-W-L-S organizers to adding voice and style; opinion piece—from loaded words and other persuasive writing techniques to business letters and topical issues; procedural writing—from incorporating visuals and interviewing experts to techniques for writing imperative sentences; poetry—from teaching the "tools" and specific forms of poetry to creating a poetry anthology. For easy classroom implementation, the key elements of many mini-lessons are also presented in reproducible pages, including frameworks, organizers, prompts, checklists, and grids. The book offers chapters devoted to the writing process, writing workshop, and using rubrics for instruction and assessment. The concluding chapter pulls all the threads together with a multi-genre project that involves students in using the skills they have learned throughout the school year.

Style

Ten Lessons in Clarity and Grace

The four sections - Style as Choice, Clarity, Grace, and Ethics - feature principles of effective prose, chapter summaries for quick and easy review, and group exercises that encourage students to work and learn together. Williams/Nadel offers these principles as reason-based approaches to improving prose, rather than hard and fast rules to writing well. Style: Ten Lessons in Clarity and Grace, empowers students to use their writing not only as a tool to identify and solve problems, but also as a method for exploring their own thinking.

The Copyeditor's Handbook

A Guide for Book Publishing and Corporate Communications *Univ of California Press*

Praise for the first and second editions: "The Copyeditor's Handbook brims with valuable information, good advice, and helpful suggestions for novice copyeditors and experienced practitioners. It is comforting to know that current and future copyeditors will be able to turn to this handbook. I'm placing this work, which fills a huge gap in the literature, right beside my dictionary, and will highly recommend it to all my colleagues and students." —Alice Levine, Lecturer, The Denver Publishing Institute, and freelance editor "A definite 'must have' for the beginning to intermediate editor or author, and even the experienced editor. An indispensable reference tool." —Kim Hawley, President, The Chicago Book Clinic "This is the book that every teacher of editing has been waiting for: thorough, clear, authoritative, up-to-date, and sane." —Beth Luey, Director, Scholarly Publishing Program, Arizona State University "This book warms the cockles of the copyediting heart. It is thorough, useful, helpful, and smart. And it fills a huge vacuum." —Constance Hale, author of *Sin and Syntax* and *Wired Style* "An excellent resource. The Copyeditor's Handbook should sit on every business editor's shelf, next to the in-house style guide." —Erika Henik, Research Publications Manager, Banc of America Securities LLC "The first three chapters alone are worth the cover price. It's a book that acknowledges an assortment of vexing copyediting questions and offers multiple answers to most of them." —Gary Hernandez, Technical Communication "An excellent textbook to teach the essentials of copyediting. An excellent reference work for workplace writing." —Mark Armstrong, Business Communication Quarterly "Straightforward, sound advice for beginning or intermediate copyeditors working with pencil or online." —Priscilla S. Taylor, The Editorial Eye "Lays out the copyeditor's obligations with humor, style, and perspective." —Walter Pagel, Science Editor

Write Beside Them

Risk, Voice, and Clarity in High School Writing *Heinemann Educational Books*

This book is about teaching writing and the gritty particulars of teaching adolescents. But it is also the planning, the thinking, the writing, the journey: all I've been putting into my teaching for the last two decades. This is the book I wanted when I was first given ninth graders and a list of novels to teach. This is a book of vision and hope and joy, but it is also a book of genre units and minilessons and actual conferences with students. -Penny Kittle What makes the single biggest difference to student writers? When the invisible machinery of your writing processes is made visible to them. Write Beside Them shows you how to do it. It's the comprehensive book and companion video that English/language arts teachers need to ensure that teens improve their writing. Across genres, Penny Kittle presents a

flexible framework for instruction, the theory and experience to back it up, and detailed teaching information to help you implement it right away. Each section of Write Beside Them describes a specific element of Penny's workshop: Daily writing practice: writer's notebooks and quick writes Instructional frameworks: minilessons, organization, conferring, and sharing drafts Genre work: narrative, persuasion, and writing in multiple genres Skills work: grammar, punctuation, and style Assessment: evaluation, feedback, portfolios, and grading All along the way, Penny demonstrates minilessons that respond to students' immediate needs, and her Student Focus sections profile and spotlight how individual writers grew and changed over the course of her workshop. In addition, Write Beside Them provides a study guide, reproducibles, writing samples from Penny and her students, suggestions for nurturing your own writing life, and a helpful FAQ. Best of all, the online videos take you right inside Penny's classroom, explicitly modeling how to make the process of writing accessible to all kids. Penny Kittle's active coaching and can-do attitude alone will energize your teaching and inspire you to write with your students. But her strategies, expert advice, and compelling in-class video footage will help you turn inspiration into great teaching. Read Write Beside Them and discover that the most important influence for all young writers is their teacher. Penny was the recipient of the 2009 NCTE Britton Award for Write Beside Them.

Clarity in Crisis

Leadership Lessons from the CIA *HarperCollins Leadership*

Meet your next crisis head on and come through it stronger than ever by using the hard-earned strategies and core principles from Marc Polymeropoulos, a highly decorated, 26-year operations officer with the CIA. Marc Polymeropoulos has had to live with the consequences of decisions made under the most high-stress circumstances you can imagine as a senior intelligence officer in the CIA, retiring from his 26 years of service as one of the CIA's most decorated field officers. Though your crisis situations may not entail international counter terrorism as Marc's did, in our age of social media and a 24-hour news cycle, the consequences of mishandling a crisis can escalate quickly, leaving irreparable damage to a company's reputation and bottom line in its wake. In Clarity in Crisis, Marc shares how true leaders need to lead in and through times of crisis and thrive under conditions of ambiguity, rather than message their way out or duck from hard decisions. Far from mere theory, Marc outlines the unique and specific mindset and strategies he himself practiced and honed throughout his remarkable career. Clarity in Crisis provides proven strategies and core principles that leaders can apply to meet any crisis head on and lead through it, including: The critical elements to managing crisis, such as knowing who you can always count on to execute under high-stress situations. An understanding of the importance of following and stressing key fundamentals and avoiding shortcuts that often do more harm than good. Implementation guidance from the "Mad Minute" section at the end of each chapter that summarizes key points and action items you can begin applying right away. How to gain confidence that you are ready for the next crisis, wherever it comes from, and embrace less than ideal situations with no fear, using the core principles outlined in these pages to find unshakeable clarity in crisis and lead when others want to flee.

Presentation Zen

Simple Ideas on Presentation Design and Delivery *Pearson Education*

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

The Copyeditor's Handbook and Workbook

Two essential resources for writers and editors, this set includes *The Copyeditor's Handbook*, now in its fourth edition, and *The Copyeditor's Workbook*, the new companion to the bestselling handbook. Unstuffy, hip, and often funny, *The Copyeditor's Handbook: A Guide for Book Publishing and Corporate Communications* has become an indispensable resource both for new editors and for experienced hands who want to refresh their skills and broaden their understanding of the craft of copyediting. This fourth edition incorporates the latest advice from language authorities, usage guides, and new editions of major style manuals, including *The Chicago Manual of Style*. It registers the tectonic shifts in twenty-first-century copyediting: preparing text for digital formats, using new technologies, addressing global audiences, complying with plain language mandates, ensuring accessibility, and serving self-publishing authors and authors writing in English as a second language. The new edition also adds an extensive annotated list of editorial tools and references and includes a bit of light entertainment for language lovers, such as a brief history of punctuation marks that didn't make the grade, the strange case of *razbliuto*, and a few Easter eggs awaiting discovery by keen-eyed readers. *The Copyeditor's Workbook: Exercises and Tips for Honing Your Editorial Judgment*—a new companion to the handbook—is a comprehensive and practical education in the art of copyediting for both aspiring and experienced editors. More than forty exercises of increasing difficulty and length, covering a range of subject matter, enable you to advance in skill and confidence. Detailed answer keys and explanations offer a grounding in editorial basics, appropriate usage choices for different contexts and audiences, and advice on communicating effectively and professionally with authors and clients. Whether the workbook exercises are undertaken alone or alongside the new edition of *The Copyeditor's Handbook*, they provide a thorough workout in the essential knowledge and skills required of contemporary editors.

Style: Lessons in Clarity and Grace Plus Pearson Writer -- Access Card Package

NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's products exist for each title, and registrations are not transferable. You may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. For courses in English and Writing. This package includes Pearson Writer. Emphasizes the importance of style in writing for a global audience *Style: Lessons*

in Clarity and Grace asserts that style is a matter of making informed choices in the service of one's readers. While writers know best what they want to say, readers ultimately decide if they've said it well. This flagship text builds on that premise, with updates on subjects such as gender-neutral writing and writing for global audiences. It brings the authors' innovative approach to the needs of today's students, while maintaining that writing with style is a civic and ethical virtue. Includes Pearson Writer Pearson Writer is a revolutionary digital tool for writers at all levels. Built for mobile devices, it streamlines the tedious and time-consuming aspects of writing, so that students can focus on developing their ideas. Pearson Writer makes it easy to stay organized, track tasks, and stay on top of writing projects. Students can set milestones prior to the due date, manage their sources, organize their notes visually in the Notebook, and even get automatic feedback on their prose. Pearson Writer is now available with Noteclipper, which allows students to save online sources quickly and easily. Features of Pearson Writer: Writing, Grammar, and Research Guide is a go-to resource any time students have a question or need help. Automatic Writing Review checks prose for possible spelling, grammar, and style errors, while offering grammar lessons and suggestions for revising and editing. Citation Generator keeps track of every source throughout students' research process and builds a bibliography in the background, taking care of those formatting details. Research Database and NoteClipper make searching for and managing source materials easier. Project Manager and Notebook help students stay on top of multiple projects and make organizing ideas and sources less cumbersome. 013415083X / 9780134150833 *Style: Lessons in Clarity and Grace Plus Pearson Writer -- Access Card Package* Package consists of: 032197235X / 9780321972354 *Pearson Writer -- Standalone Access Card* 0134080416 / 9780134080413 *Style: Lessons in Clarity and Grace*

Revising Prose *Scribner Book Company*

Lanham's eight simple steps to clearer, more understandable writing will win you praise from bosses, colleagues, and clients. Voice; Business Prose; Professional Prose; Electronic Prose; General Interest; improving your writing.

Revel for Style

Lessons in Clarity and Grace -- Combo Access Card *Pearson*

For courses in English and writing. Emphasizes the importance of style in writing for a global audience *Revel* TM *Style: Lessons in Clarity and Grace* asserts that good style is a matter of making informed choices in the service of one's readers. While writers know best what they want to say, readers ultimately decide if they've said it well. This long-established and highly respected text builds on that premise, with this 13th Edition providing up-to-date advice on gender-neutral writing and writing for global audiences. The principles offered here help writers understand what readers expect and encourage writers to revise to meet those expectations more effectively. This book is all you need to understand the principles of effective writing. *Revel* is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, *Revel* replaces the textbook and gives students everything they need for the course. Informed by extensive research on how people read, think, and learn, *Revel* is an interactive learning environment that enables students to read, practice, and study in one continuous experience - for less than the cost of a traditional textbook. **NOTE:** This *Revel* Combo Access pack includes a *Revel* access code plus a loose-leaf print reference (delivered by mail) to complement your *Revel*

experience. In addition to this access code, you will need a course invite link, provided by your instructor, to register for and use Revel.

Mastering the Craft of Writing

How to Write With Clarity, Emphasis, and Style *Penguin*

Make Every Word Memorable! To be remembered for your words, you need to write with skill and style. Whether you're crafting a novel, composing an e-mail, or creating a technical report, *Mastering the Craft of Writing* presents 52 practical techniques to improve your prose. Spend a week with each technique, or use this book as a go-to reference. Either way, you'll have the tools to enliven your writing and delight your readers.

- Write with economy: Eliminate wordiness, use strong verbs to drive your sentences, and don't trust modifiers.
- Write with emphasis: Use punctuation for effect, structure sentences and paragraphs for coherency and flow, and employ repetition to make your point.
- Write with distinction: Use your imagination to create the unexpected, add a light-hearted touch to your writing, and go beyond clarity to eloquence and grace.

With exercises, entertaining asides, and a wealth of useful information, *Mastering the Craft of Writing* is an invaluable resource for any writer. Once you master these techniques, you'll want to use them in everything you write.

The Writer's Style

A Rhetorical Field Guide *University Press of Colorado*

Designed to help all writers learn to use style as a rhetorical tool, taking into account audience, purpose, context, and occasion, *The Writer's Style* is not only a style guide for a new generation but a new generation of style guide. The book helps writers learn new strategies inductively, by looking at firsthand examples of how they operate rhetorically, as well as deductively, through careful explanations in the text. The work focuses on invention, allowing writers to develop their own style as they analyze writing from varied genres. In a departure from the deficiency model associated with other commonly used style guides, author Paul Butler encourages writers to see style as a malleable device to use for their own purposes rather than a domain of rules or privilege. He encourages writing instructors to present style as a practical, accessible, and rhetorical tool, working with models that connect to a broad range of writing situations—including traditional texts like essays, newspaper articles, and creative nonfiction as well as digital texts in the form of tweets, Facebook postings, texts, email, visual rhetoric, YouTube videos, and others. Though designed for use in first-year composition courses in which students are learning to write for various audiences, purposes, and contexts, *The Writer's Style* is a richly layered work that will serve anyone considering how style applies to their professional, personal, creative, or academic writing.

Writing with Clarity and Style

A Guide to Rhetorical Devices for Contemporary Writers *Routledge*

First Published in 2017. Routledge is an imprint of Taylor & Francis, an Informa company.

Lessons

My Path to a Meaningful Life *Penguin*

The instant New York Times bestseller Supermodel and philanthropist Gisele Bündchen shares personal stories, insights,

and photos to explore lessons that have helped shape her life. Gisele Bündchen's journey began in southern Brazil, growing up with five sisters, playing volleyball, and rescuing the dogs and cats around her hometown. In fact, she wanted to become either a professional volley player or a veterinarian. But at the age of 14, fate suddenly intervened in the form of a modeling scout, who spotted her in São Paulo. Four years later, Gisele's appearance in Alexander McQueen's memorably rain-soaked London runway show in the spring 1998 launched her spectacular career as a fashion model, and put an end to the "heroin chic" era of fashion. Since then, Gisele has appeared in almost 400 ad campaigns and on over 1200 magazine covers. She has walked in more than 470 fashion shows for the most influential brands in the world. Gisele has become an icon, leaving a lasting mark on the fashion industry. But until now, few people have gotten to know the real Gisele, a woman whose private life stands in dramatic contrast to her public image. In *Lessons*, she reveals for the first time who she really is and what she's learned over the past 37 years to help her live a meaningful life—a journey that takes readers from a childhood spent barefoot in small-town Brazil, to an internationally successful career, motherhood and marriage to quarterback Tom Brady. A work of great openness and vulnerability, *Lessons* reveals the inner life of a very public woman.

The Elements of Programming Style *McGraw-Hill Companies*
Covers Expression, Structure, Common Blunders, Documentation, & Structured Programming Techniques

21 Lessons for the 21st Century *Random House*

#1 NEW YORK TIMES BESTSELLER • In *Sapiens*, he explored our past. In *Homo Deus*, he looked to our future. Now, one of the most innovative thinkers on the planet turns to the present to make sense of today's most pressing issues. "Fascinating . . . a crucial global conversation about how to take on the problems of the twenty-first century."—Bill Gates, *The New York Times Book Review* NAMED ONE OF THE BEST BOOKS OF THE YEAR BY FINANCIAL TIMES AND PAMELA PAUL, KQED How do computers and robots change the meaning of being human? How do we deal with the epidemic of fake news? Are nations and religions still relevant? What should we teach our children? Yuval Noah Harari's *21 Lessons for the 21st Century* is a probing and visionary investigation into today's most urgent issues as we move into the uncharted territory of the future. As technology advances faster than our understanding of it, hacking becomes a tactic of war, and the world feels more polarized than ever, Harari addresses the challenge of navigating life in the face of constant and disorienting change and raises the important questions we need to ask ourselves in order to survive. In twenty-one accessible chapters that are both provocative and profound, Harari builds on the ideas explored in his previous books, untangling political, technological, social, and existential issues and offering advice on how to prepare for a very different future from the world we now live in: How can we retain freedom of choice when Big Data is watching us? What will the future workforce look like, and how should we ready ourselves for it? How should we deal with the threat of terrorism? Why is liberal democracy in crisis? Harari's unique ability to make sense of where we have come from and where we are going has captured the imaginations of millions of readers. Here he invites us to consider values, meaning, and personal engagement in a world full of noise and uncertainty. When we are deluged with irrelevant information, clarity is power. Presenting complex contemporary challenges clearly and accessibly, *21 Lessons for the 21st Century* is essential reading. "If there were such a thing as a required instruction manual for

politicians and thought leaders, Israeli historian Yuval Noah Harari's 21 Lessons for the 21st Century would deserve serious consideration. In this collection of provocative essays, Harari . . . tackles a daunting array of issues, endeavoring to answer a persistent question: 'What is happening in the world today, and what is the deep meaning of these events?'"—BookPage (top pick)

Suggestions to Medical Authors and A.M.A. Style Book

With a Guide to Abbreviation of Bibliographic References ; for the Guidance of Authors, Editors, Compositors, and Proofreaders

EntreLeadership

20 Years of Practical Business Wisdom from the Trenches *Simon and Schuster*

From New York Times bestselling author and nationally syndicated talk radio host Dave Ramsey comes the secret to how he grew a multimillion dollar company from a card table in his living room. If you're at all responsible for your company's success, you can't just be a hard-charging entrepreneur or a motivating, encouraging leader. You have to be both! Dave Ramsey, America's trusted voice on money and business, reveals the keys that grew his company from a one-man show to a multimillion-dollar business—with no debt, low turnover, and a company culture that earns it the "Best Place to Work" award year after year. This book presents Dave's playbook for creating work that matters; building an incredible group of passionate, empowered team members; and winning the race with steady momentum that will roll over any obstacle. Regardless of your business goals, you'll discover that anyone can lead any venture to unbelievable growth and prosperity through Dave's common sense, counterculture, EntreLeadership principles!

The Book on Writing

The Ultimate Guide to Writing Well *Marion Street Press*

Teaches the elements of good writing through the use of essential guidelines, literary techniques, and proper writing mechanics.

Problems Into PROBLEMS

A Rhetoric of Motivation

" ... provides a thoughtful analysis that offers much to both writers and teachers of writing. Joseph M. Williams situates his monograph by referring not only to existing work on problem solving in rhetoric and composition, but on our treatment of problems in our writing and teaching"--Website.

The Obsidian Butterfly *Blackstone Publishing*

The Seventh Sun faces destruction as Mayana and Ahkin race to save their world in the finale to this "compulsively readable" series (Rachel A. Marks, author of *Fire and Bone*). To the Chicome people, an eclipse is a time of terror. When darkness falls, the barrier separating the heavens and the earth becomes unstable.

Then come the ravening Tzitzimime—the star demons who thirst for human blood. Mayana and Ahkin know the full extent of the coming danger, but they must gather support or the Chicome Empire is doomed. As the eclipse nears, many maneuver for power in this deadly game of worlds ending. Metzi, Ahkin's treacherous sister, has seized control of the empire with the aid of the malevolent goddess known as the Obsidian Butterfly. But Metzi has no idea what the goddess has in store ... Yemania and Ochix face the wrath of both their peoples. Their forbidden liaison may draw ancient enemies together ... or rip the young lovers apart forever. And the princesses who battled fiercely for Ahkin's heart in *The Seventh Sun* meet again—but this time, they must join forces in order to survive. As for Ahkin and Mayana, the entire empire seems to want to keep them apart. Can their love endure the end of the world?

Making It Happen

Lessons from the Frontline of Strategy Execution *Bloomsbury Publishing*

In *Making It Happen*, Rebecca Stephens argues that the successful implementation of strategy often comes down to one individual – an individual with a clear, unswerving commitment to the cause, coupled with excellent leadership and communication skills. We all have the power within us to create change and get things done, even against the odds. With a variety of case studies and an eclectic selection of interviewees, this book champions diversity of thought – and the importance in gleaning practical and actionable insights from a broad array of perspectives and experiences. And making things happen is more important now than ever. Virtually every organization, institution and business is in desperate need of a practical and actionable strategy to find their way through these difficult times with minimal disruption. According to the Project Management Institute, 37% of projects fail due to the lack of defined project objectives and milestones. Yet there are rare exceptions to this widespread failure to effectively strategize. This book tells the stories of individuals whose extraordinary efforts and persistence have resulted in successful strategy execution. Interestingly, most have affected change not just to the benefit of themselves or their organization, but to broader society too. And most work in organizations that are typically steeped in tradition and resistant to change: the civil service, the UN, the medical industry, education, financial services, and long-established multi-national corporations. But somehow, these individuals have cut through. In *Making It Happen*, Rebecca interviews these individuals and uncovers the secrets behind their success, while also drawing upon her own eclectic experiences in implementing strategy – from both her corporate and journalism career and her time as a revered mountaineer. She discovers that it's a sense of purpose, conviction and optimism, through an uncommon commitment and the ability to influence and persuade that makes leads to the successful implementation and execution of strategy.

Lawrence Johnston

The Creator of Hidcote