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How To Write Better Copy - Steve Harrison 2016-09-08

Whether you're an agency writer in need of inspiration, a one-woman-band drumming up work from new clients, an established business trying to get more from that mysterious thing called 'content', or you simply want to persuade your colleagues to adopt your

point of view, How To Write better Copy by Steve Harrison will help you write better copy. It starts with the thinking before the writing, and how to create the all-important Brief. Then it takes you step-by-step from how to write a headline to how to get the response you want from your reader. With examples at every stage, and explanations based on both

the author's twenty-five years' experience and recent scientific research, this book will help hone your skills - whether you're writing websites or press ads, e-zines or direct mail, brochures or blogs, posters or landing pages, emails or white papers.

Write Better, Speak Better - Reader's Digest Association 1972

Write Better, Speak Better - Reader's Digest Association South Africa 1972

How To Win Friends and Influence People - Dale Carnegie 2010-08-24
Updated for today's readers, Dale Carnegie's timeless bestseller *How to Win Friends and Influence People* is a classic that has improved and transformed the professional and personal and lives of millions. One of the best-known motivational guides in history, Dale Carnegie's groundbreaking book has sold tens of millions of

copies, been translated into almost every known language, and has helped countless people succeed. Originally published during the depths of the Great Depression—and equally valuable during booming economies or hard times—Carnegie's rock-solid, time-tested advice has carried countless people up the ladder of success in their professional and personal lives. *How to Win Friends and Influence People* teaches you: -How to communicate effectively - How to make people like you -How to increase your ability to get things done - How to get others to see your side -How to become a more effective leader -How to successfully navigate almost any social situation - And so much more! Achieve your maximum potential with this updated version of a classic—a must-read for the 21st century.

Norman Rockwell's America - Christopher Finch 1985-09-15

Reprint. Originally published: New York: H.N. Abrams 1975. Text and captioned illustrations present selections of the artist's work and a brief biographical sketch.
How to Speak Better English - Norman Lewis 1948

Life...The Reader's Digest Version - Peggy Northrop 2011-08-18

Life... is what you make it Getting the most out of life can be so much easier if you know the coordinates.

Whether you want to take the scenic route, make a quick detour, or find the simplest shortcut, there can be no substitute for a good roadmap. Part instruction manual, part GPS, part beloved confidante,

Life...The Reader's Digest Version brims with smart ideas to help you navigate those tricky roads you travel each day. Covering key topics, this handy little guide includes advice that spans from surprising tips

for dealing with a crisis to surefire suggestions for remembering names. Inside, you'll discover how to: Talk your way out of a traffic ticket Score the best seats Make a great first impression Tie a necktie in 7 easy steps Be the life of the party ...and there's more. Each of the short-but-sweet topics delivers a shot of instant advice, distilled as only Reader's Digest can-a little life lesson that really works.

Reader's Digest WRITE BETTER SPEAK BETTER - 1972

You Can Write Children's Books Workbook - Tracey Dils 2004-01-20

Turn your dream of writing a successful children's book into a reality & break; & break; From the author of the best-selling You Can Write Children's Books, this workbook provides you with hands-on instruction for finishing your manuscript, preparing it for publication, and

getting it published.
& break; & break; Step-by-step instruction, 48 main exercises, and countless enlightening tasks will guide you through:
& break; & break; Identifying a project & break; Writing and revising a manuscript & break; Researching genre and marketplace & break; Targeting publishers & break; Preparing a professional submission
& break; & break; Take your writing aspirations to the next level. You Can Write Children's Books Workbook will give you the concrete instruction, experience, and inspiration you need to confidently submit your work and get it published.

The Help - Kathryn Stockett
2009-07-23

The phenomenal international bestseller that inspired the Oscar-nominated film Enter a vanished and unjust world: Jackson, Mississippi, 1962. Where black maids raise

white children, but aren't trusted not to steal the silver . . . There's Aibileen, raising her seventeenth white child and nursing the hurt caused by her own son's tragic death; Minny, whose cooking is nearly as sassy as her tongue; and white Miss Skeeter, home from College, who wants to know why her beloved maid has disappeared. Skeeter, Aibileen and Minny. No one would believe they'd be friends; fewer still would tolerate it. But as each woman finds the courage to cross boundaries, they come to depend and rely upon one another. Each is in a search of a truth. And together they have an extraordinary story to tell... 'The other side of Gone with the Wind - and just as unputdownable' The Sunday Times 'A big, warm girlfriend of a book' The Times 'Harper Lee's classic novel To Kill a Mockingbird has changed lives. Its direct descendent The Help has the same potential . . . an astonishing

feat of accomplishment'
Daily Express
*How to Write and Speak
Better* - Reader's Digest
1989

*Reader's Dugest Write
Better, Speak Better* -
Reader's Digest 1972

Write Better, Speak Better -
Joseph Madappally 2004-06
This is a compilation of
common errors in English
among Indian users and, as
mentioned above, is a
selection and adaptation of
the column which the
author had serialised in
Career Deepika. The entries
are done according to
alphabetical order, with the
main word of common error
given in bold. The entries
highlight the right sentence
and the corresponding
wrong use. Brief
grammatical explanations
are also given alongside to
educate the reader on why
one is right and the other is
wrong. Sometimes, more
examples are provided.
Grammatical classes are

marked out in groups, for
instance, prepositions,
articles, adverbs and so on.
Since the arrangement is
alphabetical, the book
would be more useful as a
ready reckoner than a book
for reading from end to end.
Explanations are kept to the
minimum and so need not
tire the reader who just
would like to know what is
right and what is wrong.
Therefore the book can be
considered an useful
addition to any learner s
ready reference.

**Jonathan Livingston
Seagull** - Richard Bach
1970-09

Allegory about a sea gull
who seeks to attain perfect
flight. Copyright © Libri
GmbH. All rights reserved.

**Catalog of Copyright
Entries. Third Series** -
Library of Congress.
Copyright Office 1974

Simply Said - Jay Sullivan
2016-10-19
Master the art of
communication to improve
outcomes in any scenario

Simply Said is the essential handbook for business communication. Do you ever feel as though your message hasn't gotten across? Do details get lost along the way? Have tense situations ever escalated unnecessarily? Do people buy into your ideas? It all comes down to communication. We all communicate, but few of us do it well. From tough presentations to everyday transactions, there is no scenario that cannot be improved with better communication skills. This book presents an all-encompassing guide to improving your communication, based on the Exec|Comm philosophy: we are all better communicators when we focus less on ourselves and more on other people. More than just a list of tips, this book connects skills with scenarios and purpose to help you hear and be heard. You'll learn the skills to deliver great

presentations and clear and persuasive messages, handle difficult conversations, effectively manage, lead with authenticity and more, as you discover the secrets of true communication. Communication affects every interaction every day. Why not learn to do it well? This book provides comprehensive guidance toward getting your message across, and getting the results you want. Shift your focus from yourself to other people Build a reputation as a good listener Develop your written and oral communications for the greatest impact Inspire and influence others Communicate more effectively in any business or social situation Did that email come across as harsh? Did you offend someone unintentionally? Great communication skills give you the power to influence someone's thinking and guide them to where you

need them to be. Simply Said teaches you the critical skills that make you more effective in business and in life.

How to Write & Speak Better - 1975

Dreyer's English - Benjamin Dreyer 2019-01-29
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

Writed Better Speak Better - 1975

Write Faster, Write Better - David Fryxell 2004-04-23
Expert advice for writing faster and writing better!
& break; & break; Every writer has felt the pressure of a deadline. Writing is a challenge: there are the problems of getting started, feelings of writer's block, and numerous interruptions lying between you and a finished piece. This book is your guide to getting through that obstacle course with success.
& break; & break; In *Write Faster, Write Better*, author and editor David A. Fryxell shares his secrets for writing faster while boosting your creativity and the quality of your work. He guides you step-by-step through the writing process to help you create a publishable manuscript in less time. You'll learn how to: & break; & break;
Organize your time, ideas and files & break; Find your focus & break; Develop story-worthy ideas & break; Think like an editor & break; Use

smart internet search strategies&break; Pull it all together to beat writer's block&break; Write faster fiction, nonfiction, scripts and humor &break;&break;Each chapter is full of rich examples to help you put Fryxell's principles into practice. You'll find specific exercises to help you start writing faster in your own work and overcome the challenges you face. Liberate yourself today with the proven techniques found inside Write Faster, Write Better!

Paris, He Said - Christine Sneed 2015-10-22

Jayne Marks is questioning the choices she has made in the years since college she is struggling to pay her bills in Manhattan when she is given the opportunity to move to Paris with her wealthy lover and benefactor, Laurent Moller, who owns and operates two art galleries: one in New York, the other in Paris. He offers her the time and

financial support she needs to begin her career as a painter and also challenges her to see who and what she will become if she meets her artistic potential. Laurent, however, seems to have other women in his life and Jayne, too, has an ex-boyfriend, much closer to her own age, whom she still has feelings for. Bringing Paris gloriously to life, Paris, He Said is a novel about desire, beauty and its appreciation, and of finding yourself presented with the things you believe you've always wanted, only to wonder where true happiness lies.

[This Book Will Teach You How to Write Better](#) - 2013-08-26

Learn how to get what you want. Learn how to increase your conversion rates. Learn how to make it easier to write anything (using formulas and mind-hacks). The information inside has turned keystrokes from my fingers, into millions of dollars in sales. Some of the

concepts inside have been able to turn a poor man, into a rich man, by simply re-arranging some words on a page.

Complete Guide to Drawing & Painting -

Reader's Digest 2008-11-20

For anyone who's eager to learn to draw or paint, as well as for artists already skilled in one medium and wishing to learn another, this practical and comprehensive primer provides thorough coverage of the materials and techniques of all the most popular drawing and painting media. 800+ full-color illustrations.

Best of Reader's Digest Vol

2 - Reader's Digest

2021-06-08

This collection showcases over 40 timeless stories that make you feel deeply and stick with you, along with cartoons, jokes, and readers' warm and funny true anecdotes. From everyday heroes to larger-than-life characters, small moments to historic events,

the unforgettable stories in Reader's Digest come alive as never before in this keepsake book. Our editors have combed the archives for the narratives that thrill your senses, warm your heart, lift your spirits and leave you amazed or simply grateful for your connection with fellow humans, including: *Pilot Down: The Rescue of Scott O'Grandy-- An Air Force captain policing a NATO "No Fly Zone" is struck by a missile and must use his ejection seat and parachute down into enemy territory. *The Pig That Changed My Life-- The author agrees to take in what he's told is a mini pig. At first he hides the pig in his office, but his partner finds out and is upset. Nevertheless, they keep the pig and call it Esther. Esther grows up to be 650 pounds, sleeps with them along with 2 cats and 2 dogs, and wins the whole family over with her antics. The humans become vegan. *To My Daughter on

Aquiring Her First Car--This is a lovely letter written by a father to his daughter as he gets her a car. It is a fond but serious plea that she not take lightly the responsibility of working this machine, that her and many others' lives depend on her good judgement and care.

The Great Mental Models: General Thinking Concepts - Farnam Street 2019-12-16
The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts*

is the first book in The Great Mental Models series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's

brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning.

AUTHOR HOME
Ottawa, Ontario, Canada
How to Speak and Write Correctly - Joseph Devlin
2016-12-03

Learn the Easy Way to Speak and Write Well. I found this book by accident while browsing through a now-defunct Los Angeles bookstore/cafe. It was the luckiest accident of my life. At that point I had been a professional writer for more than twenty years, but I rarely enjoyed my work, and I felt all of it was disposable in one way or another. At first, reading this book gave me an incredible, if unfamiliar, feeling of joy and self-

confidence. Afterwards, I began to surprise the hell out of myself in terms of what I was able to accomplish. This little book is very practical and precise. The best plan is to follow the best authors and these masters of language will guide you safely along the way. There are chapters devoted to all the essential components to make writing interesting. Devlin delivers a concise book that allows you to start improving your speech and writing quickly. Every writer should have this book as a ready reference and guide. Get Your Copy Now.

How to Increase Your Word Power - Stuart Berg Flexner 1987

Write Better, Speak Better - Reader's Digest 1977

Reader's Digest Write Better, Speak Better - 1976

The World's Last Mysteries - 1978
Profusely illustrated text

discusses lost cities and civilizations, the pyramids, Stonehenge, Easter Island, and other enduring mysteries of the world.

How to Be a Writer -
Ruskin Bond 2020-09-30

Writing for me is the simplest and greatest pleasure in the world. How to be a Writer is peppered with nuggets of practical advice for every person who is aspiring to write and be published, all told in Ruskin Bond's characteristic understated, tongue-in-cheek, humorous style. So, what is it that a person requires the most to become a writer? A love of books, of language, of life, an observant eye and a good memory along with enthusiasm, optimism and persistence. This book is an exclusive glimpse into the writing credo of Ruskin Bond, an author who has had an incredibly successful writing career spanning over seventy years.

The Right Word at the Right Time - 1985

Write Better, Speak Better - 1981

Readers's Digest Write Better, Speak Better -
1977

How to Write Better Essays - Bryan Greetham
2018-01-18

This indispensable guide takes students through each step of the essay writing process, enabling them to tackle written assignments with confidence. Students will develop their ability to analyse complex concepts, evaluate and critically engage with arguments, communicate their ideas clearly and concisely and generate more ideas of their own. Chapters are short and succinct and cover topics such as reading purposefully, note-taking, essay writing in exams and avoiding plagiarism. Packed with practical activities and handy hints which students can apply to their own writing, this is an ideal resource for students

looking to improve the quality and clarity of their academic writing. This book will be a source of guidance and inspiration for students of all disciplines and levels who need to write essays as part of their course. New to this Edition: - Brand new chapters on topics such as learning from feedback, finding your voice and using the right vocabulary - Expanded companion website featuring videos, interactive exercises, sample essays and lecturer resources - Exclusive web-only chapter on improving your memory

Word Power Dictionary - 2002

Dreams - Olive Schreiner
2022-11-13

Dreams is a collection of beautifully written short stories based on author's dreams and life on a farm in South Africa. In *Dreams* depicts Olive Schreiner her fascinating looks on the world. Olive Schreiner (1855 -1920) was a South

African author, anti-war campaigner and intellectual. Since the late 20th century, scholars have also credited Schreiner as an advocate for the Afrikaners, and other South African groups who were excluded from political power for decades, such as indigenous Blacks, Jews and Indians. Although she showed interest in socialism, pacifism, vegetarianism and feminism amongst other topics, her views escaped restrictive categorizations. Her published works and other surviving writings promote implicit values such as moderation, friendship, and understanding amongst all peoples, and avoid the pitfalls of political radicalism.

Beautiful Disaster Signed Limited Edition - Jamie McGuire 2012-11-27

Abby Abernathy is re-inventing herself as the good girl as she begins her freshman year at college, which is why she must

resist lean, cut, and tattooed Travis Maddox, a classic bad boy.

How to Write and Speak Better - John Ellison Kahn
1991-01-01

A practical guide to using the English language more effectively

Reader's Digest Reverse Dictionary - John Ellison Kahn 1989

This illustrated dictionary containing 70,000-plus A-Z entries, locates elusive words through their definitions.