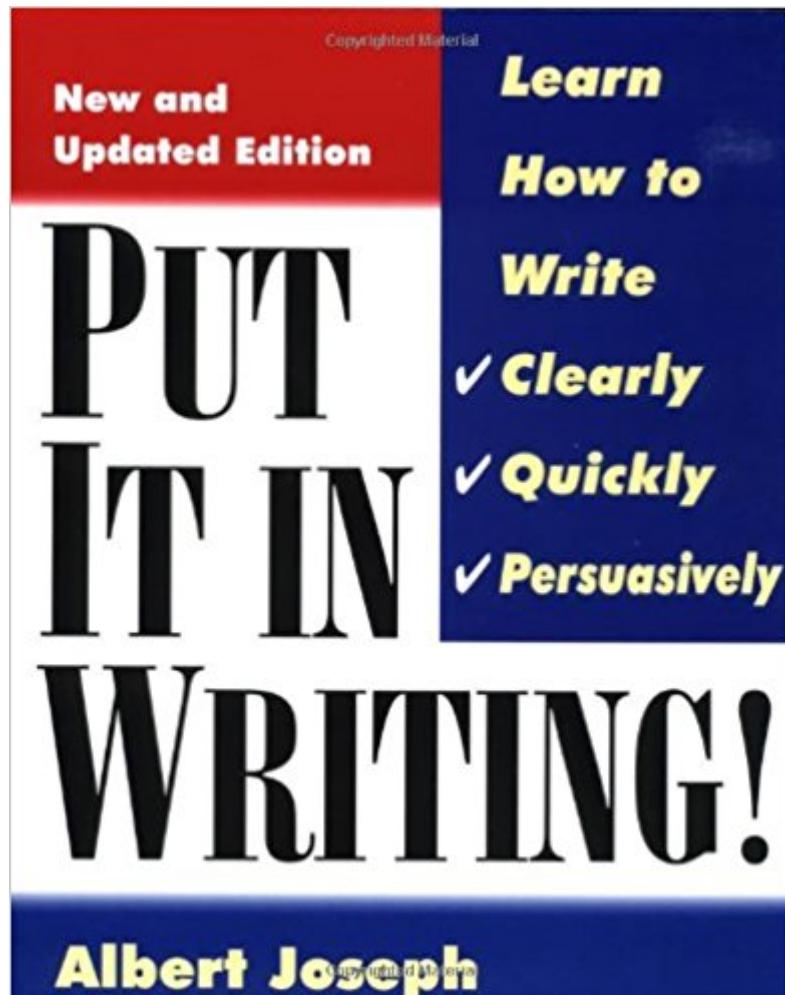


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Put It In Writing



Synopsis

Based on the most widely used writing course in the English-speaking world, *Put It in Writing* has sold over 1.5 million copies. Now, in this updated, user-friendly format that's ideal for self-study, it provides professionals at all levels with the tools to write more clearly, accurately and quickly. Featuring interactive exercises that strengthen skills, this proven guide offers tips on how to: Organize letters and reports Supercharge language Avoid lazy grammar Use computers to improve skills And more!

Book Information

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Customer Reviews

A good audience for this book would be any college graduate who has to write (and that's most college graduates). The book tries to undo the damage colleges have done to our students in the writing classrooms. Some key principles: 1. Don't write to impress; write to express. If we write to express, and if we do this well, we will impress our readers with the clean language we use, that is, the clean way we express ourselves. 2. "Prefer Clear, Familiar Words." This advice echoes the Fowler brothers' Rule 1 in 1908, "Prefer the familiar word to the far-fetched." Far-fetched words in these times are often officialese. 3. "Keep Most Sentences Short and Simple." Albert Joseph advises us to keep one major idea in a sentence (Bernstein gave the same advice in the 1950s). This is better than advising us to average 15-20 words per sentence. 4. Use first-choice words and repeat them or use pronouns. This is contrary to what most English teachers advise us. They normally say never to use the same word soon after its previous use. Albert is right; English teachers are wrong.

(The first to come up with the writing principle, as far as I know, is Fowler. In 1926 he called this principle "Eloquent Variation.") I suggest another audience for this book besides college graduates: Writing Instructors. This book will keep them focused (perhaps give them a focus) on what's important in expository writing. The only bad criticism I have of the book is its failure to give credit to people like Bernstein and Fowler. Frank E. Keyes, Jr. Senior Editor TRW, Arizona

In 1972, while working at a 'Fortune 10' company, I attended a writing course that featured Albert Joseph's 'Put It In Writing' book. With a new perspective on writing, my career soured largely due to my improved writing abilities. Having been incorporated now for over fifteen years and working as a Consultant to 'Fortune 50' companies around the globe, my major strength and marketable talent is 'WRITING' for a Senior Management audience. Albert Joseph's new edition of his popular book is a 'Must Have' for any Professional or Non-Professional that is serious about writing. What a fantastic bargain for \$12.00!

This is my number one book on Writing. I keep it close by for reference and I read it through periodically to make sure I'm covering the bases. Many books on language and writing are cold, mechanical, aloof; not this book. It contains a strong human element.

I need to write for my job, and, not being an English major, it is challenging. This book is very clear and easy to understand. The examples are excellent. The exercises illustrate the subject. Albert Joseph models clarity and potency. The book was not only fun to read, but it has given me great confidence at work. (Writing this review without checking the book was terrifying.)

This is a great book to have in your library. Very helpful. Great shape and great experience with this seller. Thanks Vickie

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