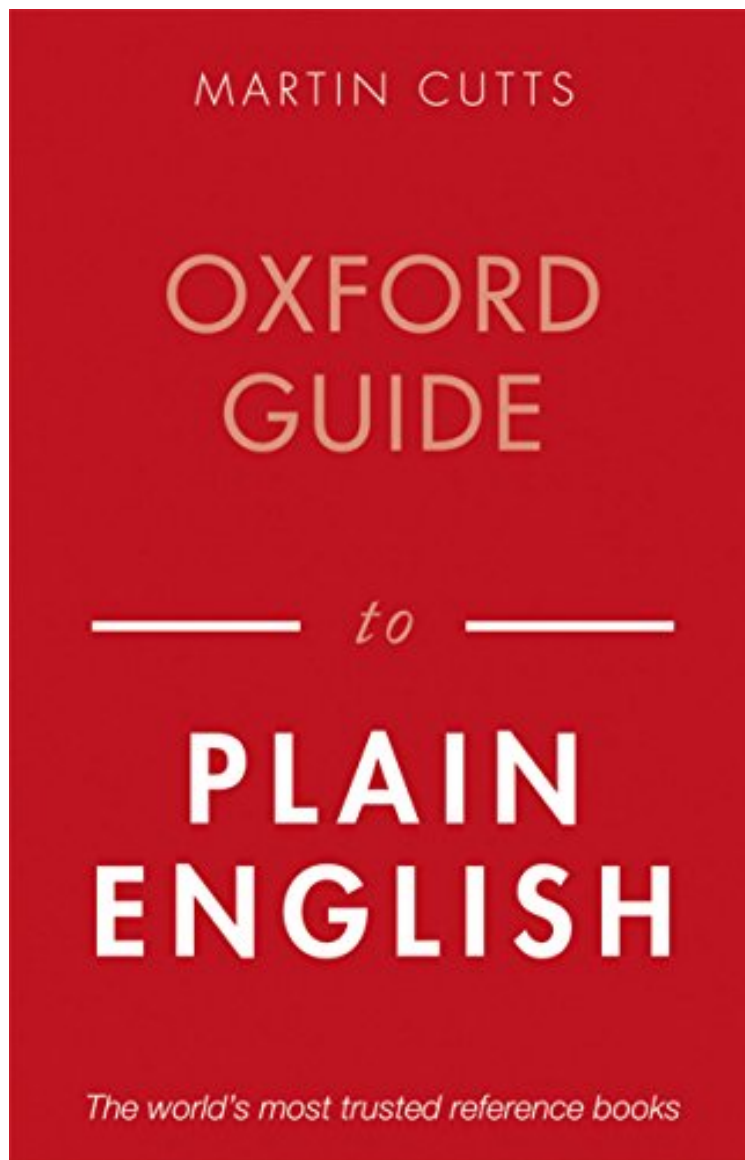


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Oxford Guide to Plain English (Oxford Paperback Reference)

Von Martin Cutts

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Von Martin Cutts : Oxford Guide to Plain English (Oxford Paperback Reference) before purchasing it in order to gage whether or not it would be worth my time, and all praised Oxford Guide to Plain English (Oxford Paperback Reference):

KundenrezensionenHilfreichste Kundenrezensionen0 von 3 Kunden fanden die folgende Rezension hilfreich. HilfreichVon Peter StarkNutzt sehr, weniger schauerhaftes und verstdlicheres Englisch zu schreiben. Gut, der

Autor - I'd like zu share a couple of pints with him...

Kurzbeschreibung Plain English is the art of writing clearly, concisely, and in a way that precisely communicates your message to your intended audience. This book offers 25 practical guidelines helping you to improve your vocabulary, style, grammar, and layout to achieve clear writing. It gives expert advice on all aspects of the writing process: from avoiding jargon and legalese, to organizing written information in print and online. It also shows you how it's done with hundreds of real examples, including 'before' and 'after' versions. All this is presented in an authoritative and engaging way. Completely revised and updated, this essential reference work is now even more useful: the word lists have been expanded; a new list of cliché and troublesome words to avoid has been added; and examples of real-life stories have been replaced with more recent ones. An improved design gives the book a fresh feel. *Pressestimme* should be on every writer's bookshelf * Susanne Geercken and Alistair Reeves, *Medical Writing* * This is a most useful addition to the shelves of anyone who has to write whether it is for the web, report-writing, letters, emails, instruction manuals or legal documents. Here is clarity and common sense - this little book provides it all and for a very reasonable cost indeed. * *Reference* s, Joan Williamson * Kurzbeschreibung Plain English is the art of writing clearly, concisely, and in a way that precisely communicates your message to your intended audience. This book offers 25 practical guidelines helping you to improve your vocabulary, style, grammar, and layout to achieve clear writing. It gives expert advice on all aspects of the writing process: from avoiding jargon and legalese, to organizing written information in print and online. It also shows you how it's done with hundreds of real examples, including 'before' and 'after' versions. All this is presented in an authoritative and engaging way. Completely revised and updated, this essential reference work is now even more useful: the word lists have been expanded; a new list of cliché and troublesome words to avoid has been added; and examples of real-life stories have been replaced with more recent ones. An improved design gives the book a fresh feel.