Revising Business Prose Lanham

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The Well-Crafted Sentence Nora Bacon 2012-11-02 Grounded in the art of writing, The Well-Crafted Sentence zeroes in on the building block of great prose: the sentence. With a friendly, approachable, and elegant tone, Nora Bacon shows the benefits of attention to style and offers a range of revision strategies that give students the tools to strengthen and develop their writing. Giving students the opportunity to see successful rhetorical choices at work in writing they admire, the text includes a brief anthology of readings by ten accomplished stylists, five of them new to this edition. Examples throughout the text are drawn from these model pieces, as are integrated exercises that help students apply concepts to their own writing. Additionally, a new first chapter, Approaches to Style, introduces students to the concept of style. Affordable and brief, The Well-Crafted Sentence works as a core classroom text or as a supplement.

Listening to Earth Christopher Hallowell 2005 Part of the ?Longman Topics? reader series, Listening to Earth explores nature and environmental conflict in the United States from personal and thematic perspectives. Focusing on today¿s environmental issues, this engaging collection contains a wide range of readings that cover a variety of topics, attitudes, and rhetorical styles. It presents essays, reportage, and fiction that probe the contradictions surrounding environmental issues in the United States today and presents arguments for using, conserving, preserving, and finding pleasure, beauty, and spirituality in land.

Editing for Writers Lois Johnson Rew 1999 Based on interviews with actual workplace writers and editors, this unique text/workbook teaches editing approaches and skills that writers can apply to their own or others' documents. Outlines a process to identify and solve problems and helps readers develop the ability to explain their editing decisions. Features 136 different kinds of exercises. Contains special chapters on editing on-line documentation, graphics, document design, and on international and intercultural issues, as well as 16 different checklists that can be applied to developmental editing, copyediting, and proofreading. For anyone interested in editing or copyediting; professional, technical, science, business, or nursing writing; or nonfiction writing.

How to Write Like a Pro Barry Tarshis 1983-03

Writer's Block Mike Rose 2009-06-30 "Published for Conference on College Composition and Communication" --T.p verso.

Economical Writing, Third Edition Deirdre N. McCloskey 2019-05-17 Economics is not a field that is known for good writing. Charts, yes. Sparkling prose, no. Except, that is, when it comes to Deirdre Nansen McCloskey. Her conversational and witty yet always clear style is a hallmark of her classic works of economic history, enlivening the dismal science and engaging readers well beyond the discipline. And now she's here to share the secrets of how it's done. Economical Writing is itself economical: a collection of thirty-five pithy rules for making your writing clear, concise, and effective. Proceeding from big-picture ideas to concrete strategies for improvement at the level of the paragraph, sentence, or word, McCloskey shows us that good writing, after all, is not just a matter

of taste—it's a product of adept intuition and a rigorous revision process. Debunking stale rules, warning us that "footnotes are nests for pedants," and offering an arsenal of readily applicable tools and methods, she shows writers of all levels of experience how to rethink the way they approach their work, and gives them the knowledge to turn mediocre prose into magic. At once efficient and digestible, hilarious and provocative, Economical Writing lives up to its promise. With McCloskey as our guide, it's impossible not to see how any piece of writing—on economics or any other subject—can be a pleasure to read.

The Nuts and Bolts of College Writing Michael Harvey 2013-06-03 This "worthy successor to Strunk and White" now features an expanded style guide covering a wider range of citation cases, complete with up-to-date formats for Chicago, MLA, and APA styles.

Chinese Rhetoric and Writing Andy Kirkpatrick 2012-03-07 Andy Kirkpatrick and and Zhichang Xu offer a response to the argument that Chinese students' academic writing in English is influenced by "culturally nuanced rhetorical baggage that is uniquely Chinese and hard to eradicate." Noting that this argument draws from "an essentially monolingual and Anglo-centric view of writing," they point out that the rapid growth in the use of English worldwide calls for "a radical reassessment of what English is in today's world." The result is a book that provides teachers of writing, and in particular those involved in the teaching of English academic writing to Chinese students, an introduction to key stages in the development of Chinese rhetoric, a wide-ranging field with a history of several thousand years. Understanding this important rhetorical tradition provides a strong foundation for assessing and responding to the writing of this growing group of students.

The Centrality of Style Mike Duncan 2013-04-07 In The Centrality of Style, editors Mike Duncan and Star Medzerian Vanguri argue that style is a central concern of composition studies even as they demonstrate that some of the most compelling work in the area has emerged from the margins of the field.

Writing for Publication Mary Renck Jalongo 2016-05-24 This book offers systematic instruction and evidence-based guidance to academic authors. It demystifies scholarly writing and helps build both confidence and skill in aspiring and experienced authors. The first part of the book focuses on the author's role, writing's risks and rewards, practical strategies for improving writing, and ethical issues. Part Two focuses on the most common writing tasks: conference proposals, practical articles, research articles, and books. Each chapter is replete with specific examples, templates to generate a first draft, and checklists or rubrics for self-evaluation. The final section of the book counsels graduate students and professors on selecting the most promising projects; generating multiple related, yet distinctive, publications from the same body of work; and using writing as a tool for professional development. Written by a team that represents outstanding teaching, award-winning writing, and extensive editorial experience, the book leads teacher/scholar/authors to replace the old "publish or perish" dictum with a different, growth-seeking orientation: publish and flourish.

The Electronic Word Richard A. Lanham 2010-06-15 The personal computer has revolutionized communication,

and digitized text has introduced a radically new medium of expression. Interactive, volatile, mixing word and image, the electronic word challenges our assumptions about the shape of culture itself. This highly acclaimed collection of Richard Lanham's witty, provocative, and engaging essays surveys the effects of electronic text on the arts and letters. Lanham explores how electronic text fulfills the expressive agenda of twentieth-century visual art and music, revolutionizes the curriculum, democratizes the instruments of art, and poses anew the cultural accountability of humanism itself. Persuading us with uncommon grace and power that the move from book to screen gives cause for optimism, not despair, Lanham proclaims that "electronic expression has come not to destroy the Western arts but to fulfill them." The Electronic Word is also available as a Chicago Expanded Book for your Macintosh®. This hypertext edition allows readers to move freely through the text, marking "pages," annotating passages, searching words and phrases, and immediately accessing annotations, which have been enhanced for this edition. In a special prefatory essay, Lanham introduces the features of this electronic edition and gives a vividly applied critique of this dynamic new edition.

A Handlist of Rhetorical Terms Richard A. Lanham 1991 "--A revised system of cross-references among terms.

Mathematical Writing Donald E. Knuth 1989 This book will help those wishing to teach a course in technical writing, or who wish to write themselves.

Technical Writing for Teams Alexander Mamishev 2011-02-11 A unique, integrative, team-centered approach to writing and formatting technical documents Technical Professionals: Do you have difficulty producing high-quality documents with multiple contributors when faced with a tight deadline? Do you need a process that enables global team members to collaborate online as they produce sophisticated documents? Do you prefer the ease of a WYSIWG desktop publishing tool like Microsoft Word rather than more complex software like LaTeX? Professors and Graduate Students: Do you want to streamline the process of writing multi-investigator papers, reports, proposals, and books? Do you spend a lot of time formatting documents instead of thinking and writing? Do you write research papers in Microsoft Word and then need to convert them to LaTeX for your thesis? Do you write research papers in LaTeX and then need to convert them to Microsoft Word when embarking on collaborations with your colleagues from industry? Undergraduate Students: Do you need to write a research paper and don't know where to start? Do you need to collaborate with classmates on a long paper and find yourself lost in organizational details rather than immersed in the content? If you answered "yes" to any of these questions, Technical Writing for Teams: The STREAM Tools Handbook is for you. It provides an easy-to-learn system that streamlines individual and collaborative writing, allowing you and your teams to instantly become more productive and create the highest quality documents in a minimum amount of time. Introduced here are the STREAM Tools—Scientific and Technical wRiting, Editing, And file Management Tools—which unlock your collaborators' potential and addresses team dynamics, separation of duties, and workflow. You'll see how to ensure compatibility among multiple writers, achieve consistent formatting, organize content, integrate bibliographic databases, automate the process of document preparation, and move content between Microsoft Word and LaTeX. Checklists, guidelines, and success stories are also included to help you operate as efficiently as possible. From planning and editing documents to solving common team writing problems to managing workflow, Technical Writing for Teams: The STREAM Tools Handbook is the one-stop reference that allows teams to collaborate successfully and create unified, effective documents.

Writing Your Journal Article in Twelve Weeks Wendy Laura Belcher 2009-01-20 This book provides you with all the tools you need to write an excellent academic article and get it published.

The Motives of Eloquence Richard A. Lanham 2004-03-15

Revising Business Prose Richard A. Lanham 2000 A guide for business writing.

The Longman Guide to Revising Prose Richard A. Lanham 2006 "True to its title, Revising Prose is about

revising, not about original composition. It will not teach you how to pray for inspiration, marshall your thoughts, or find the willpower to glue backside to chair. All writers face these dragons in their own idiosyncratic ways. But revision belongs to the public domain. Anyone can learn it. Revising Prose teaches you how, using a simple, rule-based, eight-step process called "The Paramedic Method" that concentrates on turning the bureaucratic official style so common today in business and government writing into plain English. Its focus on the individual sentence enables you to identify the surplus verbiage (what Lanham calls the Lard Factor) in an effort like this: The history of new regulatory provisions is that there is generally an immediate resistance to them. And turn it into this: People usually resist new regulations. A Lard Factor of 69%. Lanham's method aims to eliminate 50% from most writing, to create a sentence half as long and twice as strong. A saving of 50% in writing time, in reading time, in paper and screen space, in human patience and understanding-it all adds up to real money. It also adds up to a more persuasive and amiable presentation of self, as Revising Prose argues in its final chapter. "

Research Design John W. Creswell 2017-11-27 This best-selling text pioneered the comparison of qualitative, quantitative, and mixed methods research design. For all three approaches, John W. Creswell and new co-author J. David Creswell include a preliminary consideration of philosophical assumptions, key elements of the research process, a review of the literature, an assessment of the use of theory in research applications, and reflections about the importance of writing and ethics in scholarly inquiry. The Fifth Edition includes more coverage of: epistemological and ontological positioning in relation to the research question and chosen methodology; case study, PAR, visual and online methods in qualitative research; qualitative and quantitative data analysis software; and in quantitative methods more on power analysis to determine sample size, and more coverage of experimental and survey designs; and updated with the latest thinking and research in mixed methods. SHARE this Comparison of Research Approaches poster with your students to help them navigate the distinction between the three approaches to research.

The Craft of Research, 2nd edition Wayne C. Booth 2008-04-15 Since 1995, more than 150,000 students and researchers have turned to The Craft of Research for clear and helpful guidance on how to conduct research and report it effectively . Now, master teachers Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams present a completely revised and updated version of their classic handbook. Like its predecessor, this new edition reflects the way researchers actually work: in a complex circuit of thinking, writing, revising, and rethinking. It shows how each part of this process influences the others and how a successful research report is an orchestrated conversation between a researcher and a reader. Along with many other topics, The Craft of Research explains how to build an argument that motivates readers to accept a claim; how to anticipate the reservations of thoughtful yet critical readers and to respond to them appropriately; and how to create introductions and conclusions that answer that most demanding question, "So what?" Celebrated by reviewers for its logic and clarity, this popular book retains its five-part structure. Part 1 provides an orientation to the research process and begins the discussion of what motivates researchers and their readers. Part 2 focuses on finding a topic, planning the project, and locating appropriate sources. This section is brought up to date with new information on the role of the Internet in research, including how to find and evaluate sources, avoid their misuse, and test their reliability. Part 3 explains the art of making an argument and supporting it. The authors have extensively revised this section to present the structure of an argument in clearer and more accessible terms than in the first edition. New distinctions are made among reasons, evidence, and reports of evidence. The concepts of qualifications and rebuttals are recast as acknowledgment and response. Part 4 covers drafting and revising, and offers new information on the visual representation of data. Part 5 concludes the book with an updated discussion of the ethics of research, as well as an expanded bibliography that includes many electronic sources. The new edition retains the accessibility, insights, and directness that have made The Craft of Research an indispensable guide for anyone doing research, from

students in high school through advanced graduate study to businesspeople and government employees. The authors demonstrate convincingly that researching and reporting skills can be learned and used by all who undertake research projects. New to this edition: Extensive coverage of how to do research on the internet, including how to evaluate and test the reliability of sources New information on the visual representation of data Expanded bibliography with many electronic sources

Revising Business Prose Richard A. Lanham 1987 As its title implies, this book deals with revising, not with original composition. In business writing, where a first draft often emerges quickly under the pressures of facts, figures, and deadlines, revision is typically the major part of a writing task, and collaborative revision often produces the final document. Revising Business Prose provides detailed revision guidance and a collaborative approach to writing easily applied to writing in business, industry, government, and academics. Based on the premise that bad writing in organizations imitates the bureaucratic style The Official Style, as it's called here this book shows readers how to transform stilted, dense prose into plain English. For anyone interested in the revision process in every business writing context.

The Writing Revolution Amalia E. Gnanadesikan 2011-09-13 In a world of rapid technological advancements, it can be easy to forget that writing is the original Information Technology, created to transcend the limitations of human memory and to defy time and space. The Writing Revolution picks apart the development of this communication tool to show how it has conquered the world. Explores how writing has liberated the world, making possible everything from complex bureaucracy, literature, and science, to instruction manuals and love letters Draws on an engaging range of examples, from the first cuneiform clay tablet, Egyptian hieroglyphs, and Japanese syllabaries, to the printing press and the text messaging Weaves together ideas from a number of fields, including history, cultural studies and archaeology, as well as linguistics and literature, to create an interdisciplinary volume Traces the origins of each of the world's major written traditions, along with their applications, adaptations, and cultural influences

Revising Prose Richard A. Lanham 1979 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.

Techniques for College Writing: The Thesis Statement and Beyond Kathleen Moore 2010-01-01 TECHNIQUES FOR COLLEGE WRITING: THE THESIS STATEMENT AND BEYOND is a brief rhetoric that empowers students as writers by giving them the tools they need to create a precise and well-focused thesis. Using the thesis statement as the lens through which students can approach the entire thinking and writing process, TECHNIQUES is divided into three parts that build upon one another: Part I--Thinking Through the Thesis Statement, Part II--Thinking Through Your Writing Assignment, and Part III--Writing Beyond the Composition Classroom. A wide range of journal articles, book excerpts, student essays, paintings, magazine ads, poetry, and short stories make the text accessible to students, and Thinking Through a Reading questions promote active reading and in-class discussion. In-chapter practice exercises, writing applications, revision tools, and writing assignments help students gain confidence so that they can begin to incorporate the techniques they've learned in the book into their own personal writing styles Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Cargo Theft, Loss Prevention, and Supply Chain Security Dan Burges 2012-07-18 Cargo Theft, Loss Prevention, and Supply Chain Security outlines steps for identifying the weakest links in the supply chain and customizing a security program to help you prevent thefts and recover losses. Written by one of the world's leading experts in cargo theft analysis, risk assessment and supply chain security, this is the most comprehensive book available on the topic of cargo theft and loss prevention. Part history of cargo theft, part analysis and part how-to guide, the

book is the one source supply chain professionals and students can turn to in order to understand every facet of cargo theft and take steps to prevent losses. This groundbreaking book contains methods of predictive cargo theft modeling, allowing proactive professionals to develop prevention solutions at every step along the supply chain. It provides a complete methodology for use in creating your own customized supply chain security program as well as in-depth analysis of commonly encountered supply chain security problems. It also supplies a massive amount of credible cargo theft statistics and provides solutions and best practices to supply chain professionals who must determine their company's risk and mitigate their losses by adopting customizable security programs. Furthermore, it presents cutting-edge techniques that industry professionals can use to prevent losses and keep their cargo secure at every stage along the supply chain. This book will be of interest to manufacturing, logistics and security professionals including chief security officers, VPs of logistics or supply chain operations, and transportation managers, as well as professionals in any company that manufactures, ships, transports, stores, distributes, secures or is otherwise responsible for bulk product and cargo. Outlines steps you can take to identify the weakest links in the supply chain and customize a security program to help you prevent thefts and recover losses Offers detailed explanations of downstream costs in a way that makes sense - including efficiency losses, customer dissatisfaction, product recalls and more - that dramatically inflate the impact of cargo theft incidents Provides a complete methodology for use in creating your own customized supply chain security program as well as in-depth analysis of commonly encountered supply chain security problems

The Subversive Copy Editor Carol Fisher Saller 2009-08-01 Each year writers and editors submit over three thousand grammar and style questions to the Q&A page at The Chicago Manual of Style Online. Some are arcane, some simply hilarious—and one editor, Carol Fisher Saller, reads every single one of them. All too often she notes a classic author-editor standoff, wherein both parties refuse to compromise on the "rights" and "wrongs" of prose styling: "This author is giving me a fit." "I wish that I could just DEMAND the use of the serial comma at all times." "My author wants his preface to come at the end of the book. This just seems ridiculous to me. I mean, it's not a post-face." In The Subversive Copy Editor, Saller casts aside this adversarial view and suggests new strategies for keeping the peace. Emphasizing habits of carefulness, transparency, and flexibility, she shows copy editors how to build an environment of trust and cooperation. One chapter takes on the difficult author; another speaks to writers themselves. Throughout, the focus is on serving the reader, even if it means breaking "rules" along the way. Saller's own foibles and misadventures provide ample material: "I mess up all the time," she confesses. "It's how I know things." Writers, Saller acknowledges, are only half the challenge, as copy editors can also make trouble for themselves. (Does any other book have an index entry that says "terrorists. See copy editors"?) The book includes helpful sections on e-mail etiquette, work-flow management, prioritizing, and organizing computer files. One chapter even addresses the special concerns of freelance editors. Saller's emphasis on negotiation and flexibility will surprise many copy editors who have absorbed, along with the dos and don'ts of their stylebooks, an attitude that their way is the right way. In encouraging copy editors to banish their ignorance and disorganization, insecurities and compulsions, the Chicago Q&A presents itself as a kind of alter ego to the comparatively staid Manual of Style. In The Subversive Copy Editor, Saller continues her mission with audacity and good humor.

Business and Office Education Judith J. Lambrecht 1981

The Economics of Attention Richard A. Lanham 2006-04-21 If economics is about the allocation of resources, then what is the most precious resource in our new information economy? Certainly not information, for we are drowning in it. No, what we are short of is the attention to make sense of that information. With all the verve and erudition that have established his earlier books as classics, Richard A. Lanham here traces our epochal move from an economy of things and objects to an economy of attention. According to Lanham, the central commodity in our new age of information is not stuff but style, for style is what competes for our attention amidst the din and deluge

of new media. In such a world, intellectual property will become more central to the economy than real property, while the arts and letters will grow to be more crucial than engineering, the physical sciences, and indeed economics as conventionally practiced. For Lanham, the arts and letters are the disciplines that study how human attention is allocated and how cultural capital is created and traded. In an economy of attention, style and substance change places. The new attention economy, therefore, will anoint a new set of moguls in the business world—not the CEOs or fund managers of yesteryear, but new masters of attention with a grounding in the humanities and liberal arts. Lanham's The Electronic Word was one of the earliest and most influential books on new electronic culture. The Economics of Attention builds on the best insights of that seminal book to map the new frontier that information technologies have created.

Analyzing Prose Richard Lanham 2003-06-26 This second edition of the classic linguistics text provides a basic descriptive terminology for prose style. What is a noun style? A verb style? A hypotactic or a paratactic one? How does the running style differ from the periodic style? What do "high, middle, and low" prose style mean? How might one apply the classical terminology of rhetorical figures to prose analysis? Analyzing Prose supplies detailed, carefully charted answers to these questions in order to teach the student of prose style how and where to begin.

The Spread of Novels Mary Helen McMurran 2009-08-24 Fiction has always been in a state of transformation and circulation: how does this history of mobility inform the emergence of the novel? The Spread of Novels explores the active movements of English and French fiction in the eighteenth century and argues that the new literary form of the novel was the result of a shift in translation. Demonstrating that translation was both the cause and means by which the novel attained success, Mary Helen McMurran shows how this period was a watershed in translation history, signaling the end of a premodern system of translation and the advent of modern literary exchange. McMurran illuminates aspects of prose fiction translation history, including the radical revision of fiction's origins from that of cross-cultural transfer to one rooted by nation; the contradictory pressures of the book trade, which relied on translators to energize the market, despite the increasing devaluation of their labor; and the dynamic role played by prose fiction translation in Anglo-French relations across the Channel and in the New World. McMurran examines French and British novels, as well as fiction that circulated in colonial North America, and she considers primary source materials by writers as varied as Frances Brooke, Daniel Defoe, Samuel Richardson, and Françoise Graffigny. The Spread of Novels reassesses the novel's embodiment of modernity and individualism, discloses the novel's surprisingly unmodern characteristics, and recasts the genre's rise as part of a burgeoning vernacular cosmopolitanism.

A Taxonomy for Learning, Teaching, and Assessing Benjamin Samuel Bloom 2001 This revision of Bloom's taxonomy is designed to help teachers understand and implement standards-based curriculums. Cognitive psychologists, curriculum specialists, teacher educators, and researchers have developed a two-dimensional framework, focusing on knowledge and cognitive processes. In combination, these two define what students are expected to learn in school. It explores curriculums from three unique perspectives-cognitive psychologists (learning emphasis), curriculum specialists and teacher educators (C & I emphasis), and measurement and assessment experts (assessment emphasis). This revisited framework allows you to connect learning in all areas of curriculum. Educators, or others interested in educational psychology or educational methods for grades K-12.

Style Richard A. Lanham 2007 An irreverent assault on Comp 101 and a roadmap for finding pleasure in language. Writers need this.

Building Great Sentences Brooks Landon 2013-06-25 Based on the bestselling series from The Great Courses, Building Great Sentences celebrates the sheer joy of language—and will forever change the way you read and write. Great writing begins with the sentence. Whether it's two words ("Jesus wept.") or William Faulkner's 1,287-word sentence in Absalom! Absalom!, sentences have the power to captivate, entertain, motivate, educate, and, most importantly, delight. Yet, the sentence-oriented approach to writing is too often overlooked in favor of bland economy. Building Great Sentences teaches you to write better sentences by luxuriating in the pleasures of language. Award-winning Professor Brooks Landon draws on examples from masters of long, elegant sentences—including Don DeLillo, Virginia Woolf, Joan Didion, and Samuel Johnson—to reveal the mechanics of how language works on thoughts and emotions, providing the tools to write powerful, more effective sentences.

The Media Book Chris Newbold 2002 The Media Book provides today's students with a comprehensive foundation for the study of the modern media. It has been systematically compiled to map the field in a way which corresponds to the ever changing media field around the globe, providing a complete resource for students in their third year to graduate level courses in the U.S.

The Use of Daniel in Jewish Apocalyptic Literature and in the Revelation of St. John G. K. Beale 2010-04-01

The Fantasy of Globalism John V. Waldron 2013-12-16 My book draws on studies shows how the neo-baroque can be understood as a strategy that allows artists in Latin America and the Caribbean to rearticulate the imperial, colonialist gaze of globalization.

Gary Provost 2019-05-28 The classic text on writing well, now refreshed and updated—an essential text for writers of all ages. This is the one guide that anyone who writes—whether student, businessperson, or professional writer—should keep on his or her desk. Filled with professional tips and a wealth of instructive examples, 100 Ways to Improve Your Writing can help solve any writing problem. In this compact, easy-to-use volume you'll find the eternal building blocks of good writing—from grammar and punctuation to topic sentences—as well as advice on challenges such as writer's block and creating a strong title. It is a must-have resource—perfect for reading cover to cover, or just for keeping on hand for instant reference—now updated and refreshed for the first time.

Lester Faigley 1993-01-15 In an insightful assessment of the study and teaching of writing against the larger theoretical, political, and technological upheavals of the past thirty years, Fragments of Rationality questions why composition studies has been less affected by postmodern theory than other humanities and social science disciplines.

Ted Hughes, Sylvia Plath, and Writing Between Them Jennifer D. Ryan-Bryant 2022-02-07 Turning the Table offers a new resource to Hughes and Plath scholars studying the poets' archival materials and compositional processes. The book traces the theory of the ars poetica that each poet advanced while exploring the dialogues that emerged between Plath's Ariel and Hughes's Crow and Birthday Letters collections.

Writing Fitness Jack Swenson 1988 Filled with practical business writing exercises and activities, this workbook covers basic organizational skills, clear and concise writing, spelling, punctuation tips, and much more. The focus is on ways to edit, tone, and clarify business memos, letters, and reports.