

## The Glamour Of Grammar A Guide To Magic And Mystery Practical English Roy Peter Clark

Introducing English Grammar introduces readers to the methodology and terminology needed to analyse English sentences. The approach taken is in line with current research in grammar, a particular advantage for students who may go on to study syntax in more depth. All the examples and exercises use real language taken from both standard and non-standard geographical areas and dialects, and include excerpts from Australian and British newspaper articles. Students are encouraged to think about the terminology as a tool kit for studying language and to test what can and cannot be described using these tools. This new edition has been fully updated and features: an expanded introduction; new texts and exercises that include data from social media; revised material on 'Grammar at work' and 'English worldwide'; more suggestions for further reading at the end of the book; a brand new companion website with extensive further reading and answers to the exercises, which can be found at [www.routledge.com/cw/borjars](http://www.routledge.com/cw/borjars). Written for readers with no previous experience of grammatical analysis, Introducing English Grammar is suited to anyone beginning a study of linguistics, English language or speech pathology, as well as to students whose interests are primarily literary but who need a better understanding of the structure of English.

The basic rules governing the use of periods, semicolons, hyphens, commas, and other punctuation marks are illustrated by original explanations and humorous sample sentences. Reprint.

Anxious about apostrophes? In a pickle over your pronouns and prepositions? Fear not—Mr. Gwynne is here with his wonderfully concise and highly enjoyable book of grammar. Within these pages, adults and children alike will find all they need to rediscover this lost science and sharpen up their skills. Mr. Gwynne believes that happiness depends at least partly on good grammar—and Mr. Gwynne is never wrong. Learn the rules of the English language with this easy and engaging style guide. Grammar is complicated. But many textbooks and style guides are often so long and tedious that even English teachers use them as a classroom doorstop. Grammar 101 is a fun, comprehensive guide focusing on the essentials of grammar. With simple explanations and entertaining examples, you can learn everything you need to know to employ commas, semicolons, and em dashes with confidence. You'll even be prepared to wrangle your run-on sentences and sharpen your syntax with ease. So whether you're looking for an introduction to the rules of grammar or a refresher to keep on your desk, Grammar 101 has all the answers.

One of America's most influential writing teachers offers a toolbox from which writers of all kinds can draw practical inspiration. "Writing is a craft you can learn," says Roy Peter Clark. "You need tools, not rules." His book distills decades of experience into 50 tools that will help any writer become more fluent and effective. WRITING TOOLS covers everything from the most basic ("Tool 5: Watch those adverbs") to the more complex ("Tool 34: Turn your notebook into a camera") and provides more than 200 examples from literature and journalism to illustrate the concepts. For students, aspiring novelists, and writers of memos, e-mails, PowerPoint presentations, and love letters,

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here are 50 indispensable, memorable, and usable tools. "Pull out a favorite novel or short story, and read it with the guidance of Clark's ideas. . . . Readers will find new worlds in familiar places. And writers will be inspired to pick up their pens." -Boston Globe "For all the aspiring writers out there-whether you're writing a novel or a technical report-a respected scholar pulls back the curtain on the art." -Atlanta Journal-Constitution "This is a useful tool for writers at all levels of experience, and it's entertainingly written, with plenty of helpful examples." -Booklist

An enchanting, comic love letter to sibling rivalry and the English language. From the author compared to Nora Ephron and Nancy Mitford, not to mention Jane Austen, comes a new novel celebrating the beauty, mischief, and occasional treachery of language. The Grammarians are Laurel and Daphne Wolfe, identical, inseparable redheaded twins who share an obsession with words. They speak a secret "twin" tongue of their own as toddlers; as adults making their way in 1980s Manhattan, their verbal infatuation continues, but this love, which has always bound them together, begins instead to push them apart. Daphne, copy editor and grammar columnist, devotes herself to preserving the dignity and elegance of Standard English. Laurel, who gives up teaching kindergarten to write poetry, is drawn, instead, to the polymorphous, chameleon nature of the written and spoken word. Their fraying twinship finally shreds completely when the sisters go to war, absurdly but passionately, over custody of their most prized family heirloom: Merriam Webster's New International Dictionary, Second Edition. Cathleen Schine has written a playful and joyful celebration of the interplay of language and life. A dazzling comedy of sisterly and linguistic manners, a revelation of the delights and stresses of intimacy, *The Grammarians* is the work of one of our great comic novelists at her very best.

Millions of fans around the globe punctuate properly and communicate clearly thanks to Mignon Fogarty's practical and easy-to-remember advice about writing style and word usage. Her first book, *Grammar Girl's Quick and Dirty Tips for Better Writing*, hit the New York Times bestseller list, and her weekly grammar podcast has been downloaded more than 20 million times and hailed by USA Today as "authoritative but warm." Now, in tip-of-the-day form, *Grammar Girl* serves up 365 lessons on language that are sure to inspire. Filled with new, bite-size writing tips, fun quizzes and puzzles, and efficient memory tricks, *The Grammar Devotional* gives you a daily dose of knowledge to improve your writing and also serves as a lasting reference you'll use for years to come. "Sherlock Holmes could glance at a bowler hat and tell that its owner's wife had ceased to love him. In this brilliant book about metaphor James Geary is no less astonishing, as he deciphers the subtle implications embedded in advertising slogans, familiar slang and government double-talk.... You'll scarf down every page of *I Is an Other* and then ask for more." —Michael Dirda, Pulitzer Prize-winning critic and author of *Book by Book* and *Classics for Pleasure* For lovers of language and fans of *Blink* and *Freakonomics*, New York Times bestselling author James Geary offers this fascinating look at metaphors and their influence in every aspect of our lives, from art to medicine, psychology to the stock market.

Roy Peter Clark, one of America's most influential writing teachers, offers writing lessons we can draw from 25 great texts. Where do writers learn their best moves? They use a technique that Roy Peter Clark calls X-ray reading, a form of reading that lets you penetrate beyond the surface of a text to see how meaning is actually being

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made. In *The Art of X-Ray Reading*, Clark invites you to don your X-ray reading glasses and join him on a guided tour through some of the most exquisite and masterful literary works of all time, from *The Great Gatsby* to *Lolita* to *The Bluest Eye*, and many more. Along the way, he shows you how to mine these masterpieces for invaluable writing strategies that you can add to your arsenal and apply in your own writing. Once you've experienced X-ray reading, your writing will never be the same again.

*Coaching Writers* is the first text to outline a complete system for editors to coach journalists. This highly influential text, based on the curriculum and methods of the Poynter Institute, has been updated to include coverage of coaching across media platforms and in diverse newsrooms. It now offers special consideration of ethical concerns. In newsrooms, where the management structure is increasingly flat, everyone needs to be a coach — this book will teach them how.

From Mark Forsyth, the author of the #1 international bestseller, *The Etymologicon*, comes a book of weird words for familiar situations. *The Horologicon* (or book of hours) contains the most extraordinary words in the English language, arranged according to what hour of the day you might need them. Do you wake up feeling rough? Then you're philogrobolized. Find yourself pretending to work? That's fudgelling. And this could lead to rizzling, if you feel sleepy after lunch. Though you are sure to become a sparkling deipnosopbist by dinner. Just don't get too vinomadefied; a drunk dinner companion is never appreciated. From ante-jentacular to snudge by way of quaaffide and wamblecropt, at last you can say, with utter accuracy, exactly what you mean.

A TikTok sensation, this rom-com about a young woman who agrees to fake date a colleague and bring him to her sister's wedding has "everything you could want in a romance" (Helen Hoang, *New York Times* bestselling author). Catalina Martín desperately needs a date to her sister's wedding. Especially since her little white lie about her American boyfriend has spiralled out of control. Now everyone she knows—including her ex and his fiancée—will be there and eager to meet him. She only has four weeks to find someone willing to cross the Atlantic and aid in her deception. New York to Spain is no short flight and her raucous family won't be easy to fool. Enter Aaron Blackford—her tall, handsome, condescending colleague—who surprisingly offers to step in. She'd rather refuse; never has there been a more aggravating, blood-boiling, and insufferable man. But Catalina is desperate, and as the wedding draws nearer, Aaron looks like her best option. And she begins to realize he might not be as terrible in the real world as he is at the office.

Moves the analysis of grammar and language structure onto the next stage - interpreting it from a semantic and pragmatic point of view. Clearly shows how grammar works in different literary contexts - literary, non-literary, spoken and written. Explores a wide range of linguistic themes, including sociolinguistics, language acquisition and register. Provides guidance on how people can put their knowledge of grammar into daily practice and how this is interpreted by others. Organised in the same way as *Rediscover Grammar* for quick reference. Unique, lively writing and clear explanations from the world-class grammar expert.

A woman finds love and closure, and rediscovers herself, when she returns to her roots in the enchanting new novel from the author of *The Irresistible Blueberry Bakeshop & Café*. Newly jobless, newly single, and suddenly apartmentless, writer Grace Hammond has come unmoored. A grammar whiz who's brilliant at correcting other people's errors,

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she hasn't yet found quite the right set of rules for fixing her own mistakes. Desperate to escape the city and her trifecta of problems, Grace hits pause and retreats to her Connecticut hometown. What begins as a short visit with her parents quickly becomes a far more meaningful stay, though, as she discovers that the answers to what her future holds might be found by making peace with—and even embracing—the past. As Grace sets out to change her ways and come to terms, finally, with the tragedy that took her older sister's life so many years ago, she rekindles a romance with her high school sweetheart, Peter, now a famous Hollywood director who's filming a movie in town. Sparks also fly at the local bike shop, where Grace's penchant for pointing out what's wrong rattles the owner's ruggedly handsome schoolteacher son, Mitch. Torn between the promise of a glamorous life and the allure of the familiar, Grace must decide what truly matters—and whether it's time for her to throw away the rule book and bravely follow her heart.

A basic grammar program, including worksheets, designed for language-delayed individuals from 4th grade through adulthood.

"Let's eat Grandma" OR "Let's eat, Grandma"? This fun yet informative book offers bite-sized tips and advice on everything you need to know about grammar—including common misspellings, how to use punctuation correctly, and applying the right tense—and will turn you from a logophobe to a grammarphile in no time!

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

The Glamour of Grammar A Guide to the Magic and Mystery of Practical English Little, Brown Although the illustrative material is drawn principally from English, general points are illustrated with a variety of languages to provide a new perspective on a confused and often controversial

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field of study.

From one of America's most influential teachers, a collection of the best writing advice distilled from fifty language books -- from Aristotle to Strunk and White. With so many excellent writing guides lining bookstore shelves, it can be hard to know where to look for the best advice. Should you go with Natalie Goldberg or Anne Lamott? Maybe William Zinsser or Stephen King would be more appropriate. Then again, what about the classics -- Strunk and White, or even Aristotle himself? Thankfully, your search is over. In *Murder Your Darlings*, Roy Peter Clark, who has been a beloved and revered writing teacher to children and Pulitzer Prize winners alike for more than thirty years, has compiled a remarkable collection of more than 100 of the best writing tips from fifty of the best writing books of all time. With a chapter devoted to each key strategy, Clark expands and contextualizes the original author's suggestions and offers anecdotes about how each one helped him or other writers sharpen their skills. An invaluable resource for writers of all kinds, *Murder Your Darlings* is an inspiring and edifying ode to the craft of writing.

Showcasing three decades of Glamour's Women of the Year, this book is a record of the ceiling-shattering achievements that have reshaped our world, and a manual for success for the women of today—and tomorrow. For over 80 years, Glamour has been the preeminent female empowerment title in America. From Glamour's origin as the magazine "for the girl with a job" to today, strong, ambitious women have always taken center stage, and no place more so than at Glamour's annual Women of the Year Awards. Launched in 1990, the annual awards have become a 30-year living, breathing history, mapping out the evolution of women's power across the worlds of film, politics, sports, activism, and more. Many of the names are familiar. We've grown up with Billie Jean King, Madonna, Nora Ephron, and Ruth Bader Ginsburg. Titans of change like Michelle Obama and Malala Yousafzai have rocked our world in lasting ways. Stars such as Reese Witherspoon, Ava DuVernay, Julianne Moore, Lupita Nyong'o, and Ashley Graham have used their global influence to shift the needle in filmmaking, reproductive rights, criminal justice, and representation. Other names you may not know so well include women who have transformed the futures of school children in local communities, and teens who organized millions to fight against gun violence. *Glamour: 30 Years of Women Who Have Reshaped the World* touches on some of the most culturally important moments of our recent history. Additionally, it includes original content from Shonda Rhimes, Diane von Furstenberg, Arianna Huffington, and more to inspire future generations. Most importantly, the book offers inspiration and service, reminding today's women and girls that, in the words of 2015 Women of the Year honoree Reese Witherspoon, ambition is not a dirty word.

"That rare person who looked like Marlene Dietrich and wrote like Virginia Woolf," Clarice Lispector is one of the most popular but least understood of Latin American writers. Now, after years of research on three continents, drawing on previously unknown manuscripts and dozens of interviews, Benjamin Moser demonstrates how Lispector's development as a writer was directly connected to the story of her turbulent life. Born in the nightmarish landscape of post-World War I Ukraine, Clarice became, virtually from adolescence, a person whose beauty, genius, and eccentricity intrigued Brazil. *Why This World* tells how this precocious girl, through long exile abroad and difficult personal struggles, matured into a great writer. It also asserts, for the first time, the deep roots in the Jewish mystical tradition that make her the true heir to Kafka as well as the unlikely author of "perhaps the greatest spiritual autobiography of the twentieth century." From Chechelnik to Recife, from Naples and Berne to Washington and Rio de Janeiro, *Why This World* strips away the mythology surrounding this extraordinary figure and shows how Clarice Lispector transformed one woman's struggles into a universally resonant art.

Early in the history of English, the words "grammar" and "glamour" meant the same thing: the

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power to charm. Roy Peter Clark, author of *Writing Tools*, aims to put the glamour back in grammar with this fun, engaging alternative to stuffy instructionals. In this practical guide, readers will learn everything from the different parts of speech to why effective writers prefer concrete nouns and active verbs. *THE GLAMOUR OF GRAMMAR* gives readers all the tools they need to "live inside the language"--to take advantage of grammar to perfect their use of English, to instill meaning, and to charm through their writing. With this indispensable book, readers will come to see just how glamorous grammar can be.

"Hilarious...This book charmed my socks off." —Patricia O’Conner, *New York Times Book Review* Mary Norris has spent more than three decades working in *The New Yorker’s* renowned copy department, helping to maintain its celebrated high standards. In *Between You & Me*, she brings her vast experience with grammar and usage, her good cheer and irreverence, and her finely sharpened pencils to help the rest of us in a boisterous language book as full of life as it is of practical advice. Named a Best Book of the Year by NPR, Amazon, *Wall Street Journal*, *Publishers Weekly*, *Kirkus*, and *Library Journal*.

No more excuses. "Let the lawn get shaggy and the paint peel from the walls," bestselling novelist Walter Mosley advises. Anyone can write a novel now, and in this essential book of tips, practical advice, and wisdom, Walter Mosley promises that the writer-in-waiting can finish it in one year. Intended as both inspiration and instruction, the book provides the tools to turn out a first draft painlessly and then revise it into something finer. Mosley tells how to: - Create a daily writing regimen to fit any writer's needs--and how to stick to it. - Determine the narrative voice that's right for every writer's style. - Get past those first challenging sentences and into the heart of a story. An instant *New York Times* bestseller and Reese Witherspoon Book Club pick from beloved author Alice Hoffman—the spellbinding prequel to *Practical Magic*. Find your magic. For the Owens family, love is a curse that began in 1620, when Maria Owens was charged with witchery for loving the wrong man. Hundreds of years later, in New York City at the cusp of the sixties, when the whole world is about to change, Susanna Owens knows that her three children are dangerously unique. Difficult Franny, with skin as pale as milk and blood red hair, shy and beautiful Jet, who can read other people’s thoughts, and charismatic Vincent, who began looking for trouble on the day he could walk. From the start Susanna sets down rules for her children: No walking in the moonlight, no red shoes, no wearing black, no cats, no crows, no candles, no books about magic. And most importantly, never, ever, fall in love. But when her children visit their Aunt Isabelle, in the small Massachusetts town where the Owens family has been blamed for everything that has ever gone wrong, they uncover family secrets and begin to understand the truth of who they are. Yet, the children cannot escape love even if they try, just as they cannot escape the pains of the human heart. The two beautiful sisters will grow up to be the memorable aunts in *Practical Magic*, while Vincent, their beloved brother, will leave an unexpected legacy. Alice Hoffman delivers “fairy-tale promise with real-life struggle” (*The New York Times Book Review*) in a story how the only remedy for being human is to be true to yourself. Thrilling and exquisite, real and fantastical, *The Rules of Magic* is “irresistible...the kind of book you race through, then pause at the last forty pages, savoring your final moments with the characters” (*USA TODAY*, 4/4 stars).

A professor, critic, and insatiable reader, Jenny Davidson investigates the passions that drive us to fall in love with certain sentences over others and the larger implications of our relationship with writing style. At once playful and serious, immersive and analytic,

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her book shows how style elicits particular kinds of moral judgments and subjective preferences that turn reading into a highly personal and political act. Melding her experiences as reader and critic, Davidson opens new vistas onto works by Jane Austen, Henry James, Marcel Proust, and Thomas Pynchon; adds richer dimension to critiques of W. G. Sebald, Alan Hollinghurst, Thomas Bernhard, and Karl Ove Knausgaard; and allows for a sophisticated appreciation of popular fictions by Stephen King, Neil Gaiman, Lionel Shriver, George Pelecanos, and Helen DeWitt. She privileges diction, syntax, point of view, and structure over plot and character, identifying the intimate mechanics that draw us in to literature's sensual frameworks and move us to feel, identify, and relate. Davidson concludes with a reading list of her favorite titles so others can share in her literary adventures and get to know better the imprint of her own reading style.

Outlines the seven steps of the writing process and provides solutions for more than twenty of the most urgent writing problems.

America's most influential writing teacher offers an engaging and practical guide to effective short-form writing. In *How to Write Short*, Roy Peter Clark turns his attention to the art of painting a thousand pictures with just a few words. Short forms of writing have always existed—from ship logs and telegrams to prayers and haikus. But in this ever-changing Internet age, short-form writing has become an essential skill. Clark covers how to write effective and powerful titles, headlines, essays, sales pitches, Tweets, letters, and even self-descriptions for online dating services. With examples from the long tradition of short-form writing in Western culture, *How to Write Short* guides writers to crafting brilliant prose, even in 140 characters.

Uses the history of the English language to explain grammar, different parts of speech, and why concrete nouns and active verbs make writing stronger.

In *Making Sense*, David Crystal confronts the foe of many: grammar. Once taught relentlessly to all students in the English-speaking world, grammar disappeared from most school curricula, so that terms such as "preposition" and "conjunction" now often confound children and adults alike. Explaining the nuts and bolts of grammar presents a special challenge, because - far more than is the case with spelling and punctuation - the subject is burdened with a centuries-old history of educational practice that many will recall as anything but glamorous. One of the world's foremost authorities on the English language, Crystal sets out to rid grammar of its undeserved reputation as a dry and intimidating subject, pointing out how essential grammar is to clear and effective speech and writing. He moves briskly through the stages by which children acquire grammar, along the way demystifying grammar's rules and irregularities and showing us how to navigate its snares and pitfalls. He offers the fascinating history of grammar, explaining how it has evolved from the first grammarians in ancient Greece to our 21st century digital environment of blogging, emailing, and texting. Many find grammar to be a daunting subject, but in this breezy, entertaining book, Crystal proves that grammar doesn't need to make us uneasy—we can all make sense of how we make sense.

*No-Glamour Memory, Second Edition* provides strategies to help people of all ages strengthen memory skills to boost performance and efficiency at home, at work, and in the classroom. This revised edition brings an important focus on working memory with many new activities and strategies. Exercises are divided into Verbal and Visual sections. Included are both Beginner and Advanced levels, loaded with new strategies,

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such as Creating Memory Books and Using Mnemonics, to improve memory in everyday life. Games have been added, as has a Suggestions section for Teachers and Parents. New in this Edition: A comprehensive overview of the memory process, memory development and memory and learning; Beginner and advanced exercises that address verbal and visual memory; Helpful suggestions for adults, parents and teachers; A chapter on informal and formal memory assessment measures and expanded pretests and posttests; Teacher, parent and student surveys to gather pertinent information about the individual who has memory challenges.

Milwaukee Journal Sentinel's Best Books of 2018 Two-time Edgar Award-winning author Lori Roy spins a twisted, atmospheric tale about a small Southern town where girls disappear and boys run away. When Lane Fielding fled her isolated Florida hometown after high school for the anonymity of New York City, she swore she'd never return. But twenty years later, newly divorced and with two daughters in tow, she finds herself tending bar at the local dive and living with her parents on the historic Fielding Plantation. Here, the past haunts her and the sinister crimes of her father--the former director of an infamous boys' school--make her as unwelcome in town as she was the day she left. Ostracized by the people she was taught to trust, Lane's unsteady truce with the town is rattled when her older daughter suddenly vanishes. Ten days earlier, a college student went missing, and the two disappearances at first ignite fears that a serial killer who once preyed upon the town has returned. But when Lane's younger daughter admits to having made a new and unseemly friend, a desperate Lane attacks her hometown's façade to discover whether her daughter's disappearance is payback for her father's crimes--or for her own. With reporters descending upon the town, police combing through the swamp, and events taking increasingly disturbing turns, Lane fears she faces too many enemies and too little time to bring her daughter safely home. Powerful and heart-pounding, *The Disappearing* questions the endurance of family bonds, the dangers of dark rumors and small town gossip, and how sometimes home is the scariest place of all.

Online sensation Grammar Girl makes grammar fun and easy in this New York Times bestseller Are you stumped by split infinitives? Terrified of using "who" when a "whom" is called for? Do you avoid the words "affect" and "effect" altogether? Grammar Girl is here to help! Mignon Fogarty, a.k.a. Grammar Girl, is determined to wipe out bad grammar—but she's also determined to make the process as painless as possible. A couple of years ago, she created a weekly podcast to tackle some of the most common mistakes people make while communicating. The podcasts have now been downloaded more than twenty million times, and Mignon has dispensed grammar tips on Oprah and appeared on the pages of The New York Times, The Wall Street Journal, and USA Today. Written with the wit, warmth, and accessibility that the podcasts are known for, *Grammar Girl's Quick and Dirty Tips for Better Writing* covers the grammar rules and word-choice guidelines that can confound even the best writers. From "between vs. among" and "although vs. while" to comma splices and misplaced modifiers, Mignon offers memory tricks and clear explanations that will help readers recall and apply those troublesome grammar rules. Chock-full of tips on style, business writing, and effective e-mailing, *Grammar Girl's* print debut deserves a spot on every communicator's desk.

An exploration of glamour, a potent cultural force that influences where people choose to live, which careers to pursue, where to invest, and how to vote, offers empowerment to be smarter about engaging with the world.

A fully revised and updated edition with writing prompts and challenges in every chapter Today's writers need more spunk than *Strunk*: whether it's the Great American e-mail, Madison Avenue advertising, or Grammy Award-winning rap lyrics, memorable writing must jump off the page. Copy veteran Constance Hale is on a mission to make creative communication, both the lyrical and the unlawful, an option for everyone. With its crisp, witty



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tone, *Sin and Syntax* covers grammar's ground rules while revealing countless unconventional syntax secrets (such as how to use—Gasp!—interjections or when to pepper your prose with slang) that make for sinfully good writing. Discover how to: \*Distinguish between words that are “pearls” and words that are “potatoes” \* Avoid “couch potato thinking” and “commitment phobia” when choosing verbs \* Use literary devices such as onomatopoeia, alliteration, and metaphor (and understand what you're doing) Everyone needs to know how to write stylish prose—students, professionals, and seasoned writers alike. Whether you're writing to sell, shock, or just sing, *Sin and Syntax*—now celebrating 20 years in print—is the guide you need to improve your command of the English language.

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