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## Writing -- As Readers Want It! (Paperback)

By MR Darrell E Berkheimer

Createspace, United States, 2013. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book is directed toward improving all types of writing, including commercial and business writing. Much of today's writing is not keeping pace with other developments in communication - and publication sales have suffered. As this book observes, we are living in a fast-paced world while reading remains a slow-paced activity. But much of today's writing makes reading slower and more difficult than necessary. The time that people spend reading - especially non-fiction - continues to decline as more and more readers turn to various electronic instruments for entertainment and information. If print publishing - even electronic print publishing - hopes to be competitive, authors and writers must improve their products to make reading easier, faster and more enjoyable. This book reports the techniques, devices and changes necessary to do that. As the second sentence in the Foreword states: This book emphasizes the most basic principle in marketing - that people won't buy whatever you're selling unless it's attractive to them! This book fills the objective of showing how reading can be made...



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