

Revising Business Prose Lanham

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The Motives of Eloquence

Richard A. Lanham 2004-03-15
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 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, marshal 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. "

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

Revising Prose Richard A. Lanham 1987
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.

The Handbook Of Academic Writing: A Fresh Approach Murray, Rowena 2006-10-01
Writing is one of the most demanding tasks that academics and researchers face. In some disciplines we learn some of what we need to know to be productive, successful writers; but in other disciplines there is no training, support or mentoring of any kind.

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.

Securing Development Bernard Harborne 2017-03-01
Securing Development: Public Finance and the Security Sector highlights the role of public finance in the delivery of security and criminal justice services. This book offers a framework for analyzing public financial management, financial transparency, and oversight, as well as expenditure policy issues that determine how to most appropriately manage security and justice services. The interplay among security, justice, and public finance is still a relatively unexplored area of development. Such a perspective can help security actors provide more professional, effective, and efficient security and justice services for citizens, while also strengthening systems for accountability. The book is the result of a project undertaken jointly by staff from the World

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Bank and the United Nations, integrating the disciplines where each institution holds a comparative advantage and a core mandate. The primary audience includes government officials bearing both security and financial responsibilities, staff of international organizations working on public expenditure management and security sector issues, academics, and development practitioners working in an advisory capacity.

Chinese Rhetoric and Writing
Andy Kirkpatrick 2012-03-07
Andy Kirkpatrick 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 Spread of Novels Mary Helen McMurrin 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 McMurrin 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 Handlist of Rhetorical

Terms Richard A. Lanham 1968

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.

60 Days and You're Out Richard A. Lanham 2005

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

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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

Genre Theory Deborah Dean 2008 Although genre is often viewed as simply a method for labeling different types of writing, Deborah Dean argues that exploring genre theory can help teachers energize their

classroom practices. She synthesizes theory and research about genres and provides applications that help teachers address the challenges of teaching high school writing.

100 Ways to Improve Your Writing (Updated) 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. [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.

Business Grammar, Style & Usage Alicia Abell 2003-01-01

Focusing on the art of business writing and speaking--based on how executives actually write and speak--this text's topics include misused punctuation and spelling, misused terms, and the top ten rules for writing and speaking articulately.

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.

Literacy and the Survival of Humanism Richard A. Lanham 1983

A Handlist of Rhetorical Terms

Richard A. Lanham 2012-11-15

With a unique combination of alphabetical and descriptive lists, *A Handlist of Rhetorical Terms* provides in one convenient, accessible volume all the rhetorical terms—mostly Greek and Latin—that students of Western literature and rhetoric are likely to come across in their reading or will find useful in their writing. The Second Edition of this widely used work offers new features that will make it even more useful: * A completely revised alphabetical listing that defines nearly 1,000 terms used by scholars of formal rhetoric from classical Greece to the present day * A revised system of cross-references between terms * Many new examples and new, extended entries for central terms * A revised Terms-by-

Type listing to identify unknown terms * A new typographical design for easier access

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.

The McGraw-Hill 36-Hour Course in Business Writing and Communication, Second Edition Kenneth Davis
2010-03-19 Supercharge your writing skills . . . by the end of the week! In the workplace,

your writing speaks volumes about you. Whether you're crafting a three-line message or a 300-page report, you need to write in a polished, professional way—regardless of your position or profession. The McGraw-Hill 36-Hour Course in Business Writing and Communication puts you on the fast track to becoming a strong, persuasive business writer. Complete with exercises, self-tests, and an online final exam, this multifaceted business writing "course" teaches you how to: SEIZE READERS' INTEREST INSTANTLY ELIMINATE NONSPECIFIC WORDS AND PHRASES MANAGE CROSS-CULTURAL WRITING CRAFT COMPELLING ONLINE COPY CREATE POWERFUL PRESENTATIONS Present yourself at the top of your game in every e-mail, memo, report, and presentation with The McGraw-Hill 36-Hour Course in Business Writing and Communication!

Writing Your Journal Article in Twelve Weeks Wendy Laura Belcher
2009-01-21 `A comprehensive, well-written

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and beautifully organized book on publishing articles in the humanities and social sciences that will help its readers write forward with a first-rate guide as good company.' - Joan Bolker, author of *Writing Your Dissertation in Fifteen Minutes a Day`Humorous, direct, authentic ... a seamless weave of experience, anecdote, and research.'* - Kathleen McHugh, professor and director of the UCLA Center for the Study of Women Wendy Laura Belcher's *Writing Your Journal Article in Twelve Weeks: A Guide to Academic Publishing Success* is a revolutionary approach to enabling academic authors to overcome their anxieties and produce the publications that are essential to succeeding in their fields. Each week, readers learn a particular feature of strong articles and work on revising theirs accordingly. At the end of twelve weeks, they send their article to a journal. This invaluable resource is the only guide that focuses specifically on publishing humanities and social science journal articles.

Ted Hughes, Sylvia Plath, and Writing Between Them

Jennifer D Ryan-Bryant
2022-01-15 *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.

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.

Revising Business Prose

Richard A. Lanham 2000 A guide for business writing.

Writing a Successful Thesis Or Dissertation

Fred C. Lunenburg 2008 This comprehensive manual offers direction for every step of the thesis or dissertation process, from choosing an appropriate topic to adapting the finished work for publication.

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.

The Revising Prose Self-Teaching Exercise Book

Richard A. Lanham 1987-01-01

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. *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

60 Days and You're Out Donald B. Skipper 2005

Fragments of Rationality

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.

The Revising Business Prose Self-Teaching Exercise Book

Richard A. Lanham 1987

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. [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.

Fundamentals of Business

Writing Joseph MANCUSO

1992-12-14 A ground-breaking approach to writing with a greater focus on planning and revising documents. When you complete this book, you will know how to write with clarity and style, so your ideas come across clearly and quickly. You'll become a sharp-eyed critic, constantly spurring yourself to do better. Best of all, you'll learn by doing—by building and evaluating your own business letter. You'll discover how to avoid writer's block by making writing a process with a beginning, middle, and end. You will learn how to:

- Sharpen your competitive edge through good, clear writing
- Make sure your written words say exactly what you mean
- Identify words and phrases that get in the way of clear, concise communication
- Quickly analyze, organize, write, and revise any document
- Use expressive words; keep sentences and paragraphs short; keep thoughts simple
- Use techniques that involve the reader and create the feeling of

personal communication • Format documents so they're inviting to look at and easy to read. This is an ebook version of the AMA Self-Study course. If you want to take the course for credit you need to either purchase a hard copy of the course through amasefstudy.org or purchase an online version of the course through www.flexstudy.com.

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.