

Spunk Amp Bite A Writers Guide To Punchier More Engaging Language Style Arthur Plotnik

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Arthur Plotnik is the author of nine books, including "Spunk & Bite: A Writer's Guide to Bold, Contemporary Style" and two Book-of-the-Month Club selections: "The Elements of Expression" (revised and expanded in 2012) and "The Elements of Editing." Among his many publications are award-winning essays, biography, short fiction, and poetry.

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Updated with all-new writing exercises, Spunk & Bite will help writers take books, articles, business reports, memos, and even e-mail messages to the next level. About the Author Arthur Plotnik is a former publishing executive and author of the Book of the Month Club selections The Elements of Editing and The Elements of Expression: Putting Thoughts into Words.

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To the rescue comes "Spunk & Bite," a guide to bold and radiant language and style. The secret, according to bestselling author and former publishing executive Arthur Plotnik, is to embrace those qualities that composition rulebooks sidestep—among them, surprise, personality, engagement, edge, and fearlessness.

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