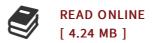




Writing -- As Readers Want It!

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...



Reviews

This book will never be straightforward to start on reading through but quite enjoyable to learn. Better then never, though i am quite late in start reading this one. Your lifestyle span will probably be convert once you complete reading this publication.

-- Dr. Kadin Hane DVM

This publication may be worth purchasing. it was actually writtern quite flawlessly and valuable. I am just happy to tell you that this is actually the very best book i actually have study inside my personal life and can be he best ebook for actually.

-- Frank Nienow