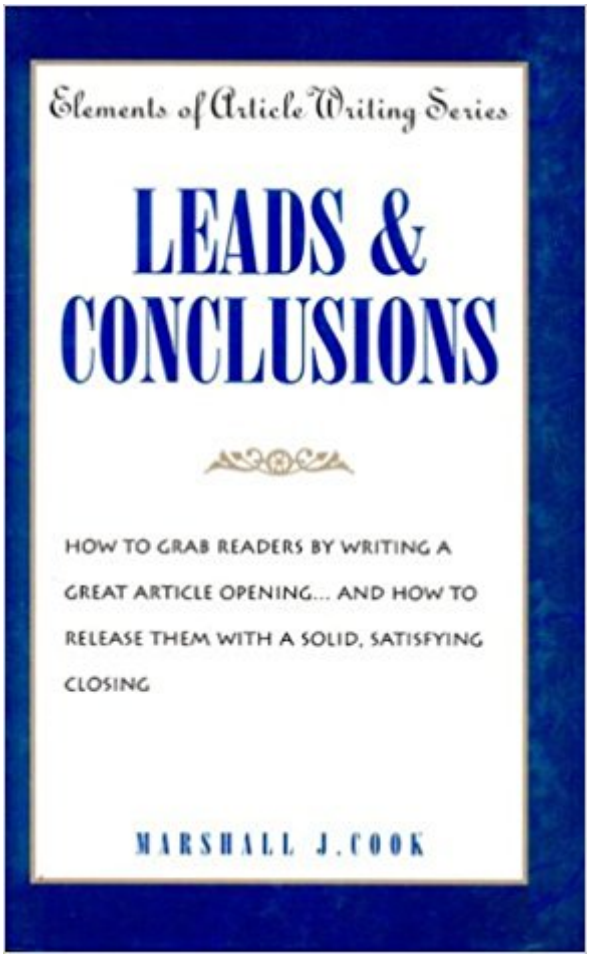
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Leads & Conclusions (Elements Of Article Writing)



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Synopsis

Cook teaches article writers how to grip readers with their writing, keep them entranced and make them remember what they've read.

Book Information

Series: Elements of Article Writing

Hardcover: 176 pages

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Average Customer Review: 4.7 out of 5 stars 5 customer reviews

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Customer Reviews

This book is excellent - easy and fun to read with very helpful guidance for writing. I highly recommend it.

good

This is a fast read with practical, beneficial ideas primarily intended for the prose writer. Cook often refers to newspaper and magazine articles, radio pieces, and book chapters. His tone is extraordinarily chatty, almost to distraction, but his casual approach makes the advice seem designed specifically for just you and your writing. Plentiful examples from an eclectic array of pulications plus well-known and unknown writers help demonstrate the universality of the instruction he offers in this short, but utilitarian writer's manual.

As someone who occasionally struggles with leads, I found this guide quite helpful in working out some of the kinks and better using my creativity. I've read it cover to cover several times and my

only complaint is that I wish it were longer!

ProActive Sales Management is full of great ideias covering everything from creating a sales culture in an organization to how hold a decent sales meeting.

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