



Oxford Guide to Plain English (4th Revised edition)

By Martin Cutts

Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Oxford Guide to Plain English (4th Revised edition), Martin Cutts, Plain English is the art of writing clearly, concisely, and in a way that precisely communicates your message to your intended audience. This book offers 25 practical guidelines helping you to improve your vocabulary, style, grammar, and layout to achieve clear writing. It gives expert advice on all aspects of the writing process: from avoiding jargon and legalese, to organizing written information in print and online. It also shows you how it's done with hundreds of real examples, including 'before' and 'after' versions. All this is presented in an authoritative and engaging way. Completely revised and updated, this essential reference work is now even more useful: the word lists have been expanded; a new list of clichéd and troublesome words to avoid has been added; and examples of real-life stories have been replaced with more recent ones. An improved design gives the book a fresh feel.

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