



The Little Red Writing Book: 20 Powerful Principles for Clear and Effective Writing (International Edition)

Brandon Royal

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This book is based on a simple but powerful observation: Students and young professionals who develop outstanding writing skills do so primarily by mastering a limited number of the most important writing principles, which they use over and over again. What are these recurring principles? The answer to this question is the basis of this material. Twenty classic writing principles are showcased within the book's three main sections and exercises are interwoven throughout the material.

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