

File 20110415.1434: Advice from [1, p. 7] ‘don’t make an S approach to a D-minded audience.’ This means proceeding from the general case to the particular. Most people are not of the S (‘seeing similarities’) type, and respond better to a concrete example up front.

‘...leave the general principle for the end as a mildly interesting conclusion...’ [1, p. 8].

## References

- [1] John Mills. *The Engineer in Society*. D. Van Nostrand Co. Inc., New York, 1946. DU Penrose Library, TA 157.M5 books lower level, stamped ‘Mary Reed Library, University of Denver’.