



How to Write Well: When You Don't Know Where to Start

By Susan Feehan

Panoma Press, United Kingdom, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book. Never before has it been easier to write and influence the world; never has it been easier for our words to crash and burn. Why does writing turn rational people into rabbits frozen in car headlights? Why doesn't grammar help us know where to start? And if we are what we write, does improving our writing change who we are? How did The Sunday Times uncover JK Rowling's secret writing identity? How did writing help to define Apple's brand? In How to Write Well - When You Don't Know Where to Start, Susan Feehan shows how we stray into obsessing over grammar and punctuation when we should focus on what we want to say, who we want to reach, and why anyone should listen. From the point of purpose to the pain of getting feedback, Feehan offers us tips galore and writing strategies that bring out the best in us.



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