

## *Microstyle The Art Of Writing Little Christopher Johnson*

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### **Microstyle The Art Of Writing**

Microstyle: The Art of Writing Little is a book by Christopher Johnson, aka The Name Inspector. It's a field guide for the age of the incredible shrinking message, published by W.W. Norton & Company .

### **Microstyle: The Art of Writing Little**

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### **Amazon.com: Microstyle: The Art of Writing Little ...**

Community Reviews. Christopher Johnson's Microstyle: The Art of Writing Little is more than a style guide for the post-Twitter age but a guide on branding, blurbs, and compression writing in general. This is a very useful introduction to the art of small writing, and the skills necessary in order to do this effectively.

### **Microstyle: The Art of Writing Little by Christopher Johnson**

Christopher Johnson begins Microstyle: The Art of Writing Little by explaining that we are living in the age of The Incredible Shrinking Message. "Some of the most important verbal messages we encounter are also the shortest. Headlines, titles, brand names, domain names, sound bites, slogans, taglines, catchphrases, email subject lines, text messages, elevator pitches, bullet [...]

### **Microstyle: The Art of Writing Little - Margin Notes**

His book, Microstyle: The Art of Writing Little is about micromessages; namely, messages encapsulated in a word, phrase, short sentence or, in the case of a tweet, 140 characters. Whether or not you're a writer, you'll get a lot from this book.

### **Microstyle: The Art of Writing Little - WriteDirections.com**

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### **Download Microstyle The Art Of Writing Little**

Evelyn Small. Microstyle: The Art of Writing Little, is a work of pop linguistics... it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory. But it does so with intelligence and friendly wit.

### **Microstyle: The Art of Writing Little by Christopher ...**

Microstyle: The Art of Writing Little (Book Excerpt) People often don't think of these as neologisms, but the end result is essentially a new word. Remember, a word isn't just a sound or a handful of letters; what makes it interesting, what makes it a word, is that it has a meaning. When people use the word word,...

### **Microstyle: The Art of Writing Little (Book Excerpt ...**

"Microstyle: The Art of Writing Little" by Christopher Johnson Originally, I had picked this book up under the recommendation of a worker at the local(ish) B&N. I had asked about books that might help improve my writing skills and, after a bit of head scratching, they recommended this book.

### **Book Review - Microstyle: The Art of Writing Little ...**

Microstyle: The Art of Writing Little - book review If you need to say something in just a few words - which is what happens when you coin a company name, slogan or domain name - it's a mistake to try and cram as much literal meaning as possible into the message.

### **Microstyle: The Art of Writing Little - book review ...**

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