



On Writing Well: The Classic Guide to Writing Nonfiction

William Knowlton Zinsser

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Based on a course William Zinsser taught at Yale and his long experience as a writer, editor and teacher, *On Writing Well* has been praised by journalists, teachers, writers, students, and grateful users since its publication in 1976.

Read by Zinsser with warmth, humor, and encouragement, *On Writing Well* shows how to apply the author's four principles of writing: Clarity; Simplicity; Brevity; and Humanity. He stresses the importance of reading your writing aloud to hear how it sounds and illustrates the difference between good and bad nouns, and good and bad verbs. Specific examples are given throughout the recording that show how writing can be improved.

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