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Josh Bernoff

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[*Read by the author - Josh Bernoff]

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It's time for *Writing without Bullsh*t. Writing without Bullsh*t* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only thirty-six seconds of attention. Unless you change how you write, your e-mails, reports, and Web copy don't stand a chance.

In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count.

At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking.

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