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978-1-107-10039-8 - *The Reader's Brain: How Neuroscience Can Make You a Better Writer*

Yellowlees Douglas

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The Reader's Brain

Have you ever found yourself rereading the same sentence four or five times and thought, "I should get more sleep"? Are you clueless as to why one paragraph just seems to "flow" while you simply can't recall the contents of another? Guess what: you are not alone. Even the best writers fail to grasp why their writing works. *The Reader's Brain* is the first science-based guide to writing, employing cutting-edge research on how our minds process written language, to ensure your writing can be read quickly, assimilated easily, and recalled precisely – exactly what we need to transform anyone into a highly effective writer. Using the five Cs – clarity, continuity, coherence, concision, and cadence – this book combines irreverent humor with easy-to-follow principles that will make readers perceive your sentences, paragraphs, and documents to be clear, concise, and effective.

YELLOWLEES DOUGLAS is Associate Professor of Management Communication at the University of Florida.

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How Neuroscience Can Make You a Better Writer

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For my tireless, endlessly proactive, and visionary acquisitions editor – Rebecca Taylor at Cambridge University Press. Without her interventions, this book would have been consigned to oblivion – or Amazon's CreateSpace.

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