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Effective Communication of Scientific Information Wiley-Blackwell

The Elements of Style William Strunk concentrated on specific questions of usage—and the cultivation of good writing—with the recommendation "Make every word tell"; hence the 17th principle of composition is the simple instruction: "Omit needless words." The book was also listed as one of the 100 best and most influential books written in English since 1923 by Time in its 2011 list.

MLA Style Manual and Guide to Scholarly Publishing FT Press

Maximize the impact and precision of your message! Now in its fourth edition, the Microsoft Manual of Style provides essential guidance to content creators, journalists, technical writers, editors, and everyone else who writes about computer technology. Direct from the Editorial Style Board at Microsoft—you get a comprehensive glossary of both general technology terms and those specific to

Microsoft; clear, concise usage and style guidelines with helpful examples and alternatives; guidance on grammar, tone, and voice; and best practices for writing content for the web, optimizing for accessibility, and communicating to a worldwide audience. Fully updated and optimized for ease of use, the Microsoft Manual of Style is designed to help you communicate clearly, consistently, and accurately about technical topics—across a range of audiences and media.

Nicely Said The Economist

Provides information on stylistic aspects of research papers, theses, and dissertations, including sections on writing fundamentals, MLA documentation style, and copyright law. Microsoft Manual of Style OECD Publishing

WWW may be an acronym for the World Wide Web, but no one could fault you for thinking it stands for wild, wild West. The rapid growth of the Web has meant having to rely on style guides intended for print publishing, but these guides do not address the new challenges of communicating online. Enter The Yahoo! Style Guide. From Yahoo!, a leader in online content and one of the most visited Internet destinations in the world, comes the definitive reference on the essential

elements of Web style for writers, editors, bloggers, and students. With topics that range from the basics of grammar and punctuation to Web-specific ways to improve your writing, this comprehensive resource will help you: - Shape your text for online reading - Construct clear and compelling copy - Write eye-catching and effective headings - Develop your site's unique voice - Streamline text for mobile users - Optimize webpages to boost your chances of appearing in search results - Create better blogs and newsletters - Learn easy fixes for your writing mistakes - Write clear user-interface text This essential sourcebook—based on internal editorial practices that have helped Yahoo! writers and editors for the last fifteen years—is now at your fingertips.

Understanding by Design CRC Press

Straight from IBM: complete, proven guidelines for writing consistent, clear, concise, consumable, reusable, and easy to- translate content Brings together everything IBM has learned about writing outstanding technical and business content.

A Guide University of Chicago Press

This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for

everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: *Which informs, that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is

four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader.

Third Edition IBM Press

As quality becomes ever more critical in differentiating successful websites, the need for a professional approach to your content is growing. The Web Content Style Guide provides a set of standards and rules to ensure consistent quality content and a flawless service to your readers.

The DITA Style Guide Pearson Education

"Pinker has a lot of ideas and sometimes controversial opinions about writing and in this entertaining and instructive book he rethinks the usage guide for the 21st century. Don't blame the internet, he says, good writing has always been hard. It requires imagination, taking pleasure in reading, overcoming the difficult we all have in imagining what it's like to not know something we do know."--Publisher information.

The Encyclopaedia Britannica Pearson Education

The Publication Manual of the American Psychological Association is the style manual of choice for writers, editors, students, and educators in the social and behavioral sciences, nursing, education, business, and related disciplines.

The Ultimate Sourcebook for Writing, Editing, and Creating Content for the Digital World

Modern Language Assn of Amer Provides information on stylistic aspects of research papers, theses, and dissertations, including sections on writing fundamentals, MLA documentation style, and copyright law *Writing for the Web with Style and Purpose* OUP USA

In the time since the second edition of The ACS Style Guide was published, the rapid growth of electronic communication has dramatically changed the scientific, technical, and medical (STM) publication world. This dynamic mode of dissemination is enabling scientists, engineers, and medical practitioners all over the world to obtain and transmit information quickly and easily. An essential constant in this changing environment is the requirement that information remain accurate, clear, unambiguous, and ethically sound. This extensive revision of The ACS Style Guide thoroughly examines electronic tools now available to assist STM writers in preparing manuscripts and communicating with publishers. Valuable updates include discussions of markup languages, citation of electronic sources, online submission of manuscripts, and preparation of figures, tables, and structures. In keeping current with the changing environment, this edition also contains references to many

resources on the internet. With this wealth of new information, The ACS Style Guide's Third Edition continues its long tradition of providing invaluable insight on ethics in scientific communication, the editorial process, copyright, conventions in chemistry, grammar, punctuation, spelling, and writing style for any STM author, reviewer, or editor. The Third Edition is the definitive source for all information needed to write, review, submit, and edit scholarly and scientific manuscripts.

The Chicago Manual of Style

Crown Publishing Group (NY)
The Scientific Style and Format Eighth Edition
Subcommittee worked to ensure the continued integrity of the CSE style and to provide a progressively up-to-date resource for our valued users, which will be adjusted as needed on the website. This new edition will prove to be an authoritative tool used to help keep the language and writings of the scientific community alive and thriving, whether the research is printed on paper or published online.

The New York Times Manual of Style and Usage Univ of Chicago+ORM

A guide to writing clear Web content that addresses readers' needs and supports business goals, including

adapting tone for situation, making a simple style guide, and writing marketing copy, interface flows, blog posts, legal policies, and emails. *Chicago Style for Students and Researchers* Zondervan

A guide to proper American English word usage, grammar, pronunciation, and style features examples of good and bad usage from the media.

Web Style Guide Oxford University Press

George Orwell set out 'to make political writing into an art', and to a wide extent this aim shaped the future of English literature - his descriptions of authoritarian regimes helped to form a new vocabulary that is fundamental to understanding totalitarianism. While 1984 and Animal Farm are amongst the most popular classic novels in the English language, this new series of Orwell's essays seeks to bring a wider selection of his writing on politics and literature to a new readership. In Politics and the English Language, the second in the Orwell's Essays series, Orwell takes aim at the language used in politics, which, he says, 'is designed to make lies sound truthful and murder respectable, and to give an appearance of solidity to

pure wind'. In an age where the language used in politics is constantly under the microscope, Orwell's *Politics and the English Language* is just as relevant today, and gives the reader a vital understanding of the tactics at play. 'A writer who can - and must - be rediscovered with every age.' - Irish Times

The Gregg Reference Manual
Oxford University Press

Style Guide
The Economist

Suggestions to Medical Authors and A.M.A. Style Book
St. Martin's Griffin

The AMA Manual of Style is a must-have guide for those seeking to publish research findings and anyone involved in medical or scientific publishing. But more than just a style manual, it offers guidance on how to navigate the dilemmas that authors, researchers and their institutions, medical editors and publishers, and members of the news media who cover scientific research confront on a daily basis. Written by an expert committee of JAMA and Archives editors, this 10th edition thoroughly covers ethical and legal issues, authorship, conflicts of interest, scientific misconduct, and intellectual property, in addition to preparation of articles for

publication, style, terminology, measurement, and quantification. Customers who purchase the Special Online Bundle Package receive the hardcover 10th edition, as well as a one-year subscription to the Online Edition.

The Elements of Style Forgotten Books

This third edition of the OECD Style Guide is designed to help draft and organise published material so that readers can easily navigate, understand and access OECD analysis, statistics and information.

Style Guide (mechanical) for Technical Writers McGraw Hill Professional

"Demystifies object-oriented programming, and lays out how to use it to design truly secure and performant applications." -Charles Soetan, Plum.io Key Features

Dozens of techniques for writing object-oriented code that's easy to read, reuse, and maintain

Write code that other programmers will instantly understand

Design rules for constructing objects, changing and exposing state, and more

Examples written in an instantly familiar pseudocode that's easy to apply to Java, Python, C#, and any object-oriented language

Purchase of the print book includes a free eBook in PDF, Kindle,

and ePub formats from Manning Publications. About The Book Well-written object-oriented code is easy to read, modify, and debug. Elevate your coding style by mastering the universal best practices for object design presented in this book. These clearly presented rules, which apply to any OO language, maximize the clarity and durability of your codebase and increase productivity for you and your team. In *Object Design Style Guide*, veteran developer Matthias Noback lays out design rules for constructing objects, defining methods, and much more. All examples use instantly familiar pseudocode, so you can follow along in the language you prefer. You'll go case by case through important scenarios and challenges for object design and then walk through a simple web application that demonstrates how different types of objects can work together effectively. What You Will Learn Universal design rules for a wide range of objects Best practices for testing objects A catalog of common object types Changing and exposing state Test your object design skills with exercises This Book Is Written For For readers familiar with an object-oriented language and basic application architecture. About the Author Matthias Noback is a professional web developer with nearly two decades of experience. He runs his own web development, training, and consultancy company called "Noback's Office." Table of Contents: 1 | Programming with objects: A primer 2 | Creating services 3 | Creating other objects 4 | Manipulating objects 5 | Using objects 6 | Retrieving information 7 | Performing tasks 8 | Dividing responsibilities 9 | Changing the behavior of services 10 | A field guide to objects 11 | Epilogue *The Business Style Handbook, Second Edition: An A-to-Z Guide for Effective Writing on the Job* Modern Language Assn of Amer An Essential Reference for Intermediate and Advanced R Programmers Advanced R presents useful tools and techniques for attacking many types of R programming problems, helping you avoid mistakes and dead ends. With more than ten years of experience programming in R, the author illustrates the elegance, beauty, and flexibility at the heart of R. The book develops the necessary skills to produce quality code that can be used in a variety of circumstances. You will learn: The fundamentals of R,

including standard data types
and functions Functional
programming as a useful
framework for solving wide
classes of problems The
positives and negatives of
metaprogramming How to write
fast, memory-efficient code
This book not only helps
current R users become R
programmers but also shows
existing programmers what's
special about R. Intermediate
R programmers can dive deeper
into R and learn new
strategies for solving diverse
problems while programmers
from other languages can learn
the details of R and
understand why R works the way
it does.