



The Craft of Professional Writing

A Guide for Amateur and Professional Writers

By Michael S. Malone

Pub Date: 13 July 2018

Binding: Paperback

Price: £22.95 / \$37.95

ISBN: 9781783088294

Extent: 250 pages

Size: 140 x 216 mm /
5.5 x 8.5 inches

BISAC CATEGORY: REFERENCE / Writing Skills

LANGUAGE ARTS & DISCIPLINES / Composition & Creative
Writing, STUDY AIDS / General

BISAC CODE: REFO26000

BIC CODE: GT

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Exclusive: WORLD

The most complete book ever written about the real-life work of being a writer.

'The Craft of Professional Writing' is the most complete book ever written about the real-life work of being a writer. It covers topics ranging from business writing (advertising, PR) to commercial work (news reporting, feature writing, blogging, non-fiction books) to creative writing (screenplays and novels), as well as advice on pitching, rejection and leading a writer's life. The narrative is filled with anecdotes and illuminating stories, as well as tricks of the trade in each form of writing.

Readership

Journalism, public relations, advertising and communications students who dream of a full-time writing career; professional writers looking to touch up their skills or get a quick briefing on how to work in a writing field other than their own.

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Introduction; Section One — Basics; 1. Gathering Information; 2. Words, Sentences and Paragraphs; 3. Narrative and Composition; Section Two — Corporate Careers & Disciplines; 4. Publicist; 5. Advertising Copywriter; 6. Speechwriter; 7. Technical Writer; Section Three — Writing Careers in Media; 8. Blogger; 9. News Reporter; 10. Critic; 11. Essayist; 12. Book Author; 13. Television and Radio News Reporter; 14. Screenwriter and Playwright; 15. Fiction Writer and Novelist; 16. Academic; 17. Miscellaneous Writing; Section Four — The Work of Professional Writing; 18. Pitching; 19. Editing; 20. Rejection; 21. A Writer's Life.

About the Author(s) / Editor(s)

Michael S. Malone is one of the world's best-known business and technology journalists.

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