

Writing Without Bullshit Boost Your Career By Saying What You Mean

Eventually, you will unquestionably discover a extra experience and expertise by spending more cash. nevertheless when? complete you endure that you require to acquire those every needs behind having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will guide you to understand even more as regards the globe, experience, some places, following history, amusement, and a lot more?

It is your agreed own become old to produce a result reviewing habit. in the midst of guides you could enjoy now is Writing Without Bullshit Boost Your Career By Saying What You Mean below.

Jerks at Work Tessa West 2022-01-25 A practical and hilarious guide to getting difficult people off your back, for anyone pulling their hair out over an irritating colleague who's not technically breaking any rules From open floor plans and Zoom calls to Slack channels, the workplace has changed a lot over the years. But there's one thing that never changes: you'll always encounter jerks. Jerks at Work is the definitive guide to dealing with—and ultimately breaking free from—the overbearing bosses, irritating coworkers, and all-around difficult people who make work and life miserable. Social psychologist Tessa West has spent years leveraging science to help people solve interpersonal conflicts in the workplace. What she discovered is that most of our go-to tactics don't work because they fail to address the specific motivations that drive bad behavior. In this book, she takes you on a rollicking deep dive of the seven jerks you're most likely to encounter at the office, drawing on decades of original research to expose their inner workings and weak points—and ultimately deliver an effective game plan for stopping each type before they take you down with them. Jerks at Work is packed with everyday examples and clever strategies, such as how to:

- Stop a Bulldozer from gaining influence by making sure they're not the first to speak up in meetings*
- Report a Kiss Up/Kick Downer to a manager who idolizes them without looking like the bad guy*
- Protect your high-achieving team from Free Riders without stifling collaboration*
- Use a Gaslighter's tactics to beat them at their own game*

For anyone who's said "I can't stand that jerk!" more times than they'd like to admit, Jerks at Work is the ultimate playbook you wish you didn't need but will always turn to.

Balance Is Bullshit Alicia McKenzie 2022-05-24 Balance is Bullshit combines the advice of an expert, the exercises of a workbook, and the writing prompts of a journal into a program that will help you combine four major aspects of life: physical health, mental health, financial health, and social responsibility. Although we strive to balance these four parts of our lives, the stresses of everyday life interfere and keep us in a constant state of inadequacy because we can't seem to be great at everything at the same time. Alicia McKenzie—athlete, personal trainer, businessperson, wife, and mother of five—knows all too well how hard it can be to keep moving forward, so she developed this four-pronged approach that will help you schedule your time more efficiently while still getting moving toward your goals. She reveals how moving your body, developing your mind, managing your money, and giving back to the community are vital to your everyday wellness and overall happiness. The book starts with advice on creating routines to start and finish your day and using time blocking as a way to efficiently schedule your precious time. The following chapters detail each pillar of the program starting with physical wellness. Readers can use the prompts to begin writing on the journaling pages at the back of the book and a weekly schedule lets them note when they accomplish the assigned goals. Each section assigns exercises and assignments to complete that can be as small as making your bed every day to running one mile every day for a month. With its holistic approach to wellness, Balance is Bullshit is for anyone looking to eliminate the chaos in their lives and achieve more balance, productivity, and joy.

Must Love Books Shauna Robinson 2022-01-18 "A heartfelt and exciting debut...a wise and honest story of how it feels to be a young woman in search of yourself."—Taylor Jenkins Reid, New York Times bestselling author of The Seven Husbands of Evelyn Hugo and Malibu Rising The Bookish Life of Nina Hill meets Younger in a heartfelt debut following a young woman who discovers she'll have to ditch the "dream job" and write her own story to find her happy ending. Meet Nora Hughes—the overworked, underpaid, last bookish assistant standing. At least for now. When Nora landed an editorial assistant position at Parsons Press, it was her first step towards The Dream Job. Because, honestly, is there anything dreamier than making books for a living? But after five years of lunch orders, finicky authors, and per my last emails, Nora has come to one grand conclusion: Dream Jobs do not exist. With her life spiraling and the Parsons staff sinking, Nora gets hit with even worse news. Parsons is cutting her already unlivable salary. Unable to afford her rent and without even the novels she once loved as a comfort, Nora decides to moonlight for a rival publisher to make ends meet...and maybe poach some Parsons' authors along the way. But when Andrew Santos, a bestselling Parsons author no one can afford to lose is thrown into the mix, Nora has to decide where her loyalties lie. Her new Dream Job, ever-optimistic Andrew, or...herself and her future. Your next book club read touching on mental health, happiness, and the peaks and perils of being a young woman just trying to figure it all out. Nora Hughes is the perfect heroine for anyone looking to get past their own chapter twenty-something and build their storybook life. "A tender reflection on finding your person while you're still desperately searching for yourself."—KJ Dell'Antonia, New York Times bestselling author of The Chicken Sisters "A book for book lovers... It's impossible not to root for Nora!"—Jesse Q. Sutanto, National Bestselling author of Dial A for Aunties

HBR Guide to Better Business Writing (HBR Guide Series) Bryan A. Garner 2013-01-08 DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you:

- Push past writer's block*
- Grab—and keep—readers' attention*
- Earn credibility with tough audiences*
- Trim the fat from your writing*
- Strike*

the right tone • Brush up on grammar, punctuation, and usage

*Beauchamp Hall Danielle Steel 2018-11-20 NEW YORK TIMES BESTSELLER • Danielle Steel tells the uplifting story of an ordinary woman embracing an extraordinary adventure, and the daring choice that transforms her world. Winona Farmington once dreamed of graduating from college, moving to New York City, and pursuing a career in publishing. Then real life got in the way when she left college and returned to her small Michigan hometown to care for her sick mother. Years later, stuck in a dead-end job and an unsatisfying relationship, Winnie has concluded that dreams were meant for others. She consoles herself with binge-watching the British television series that she loves, *Beauchamp Hall*, enthralled by the sumptuous period drama set on a great Norfolk estate in the 1920s. The rich upstairs-downstairs world brilliantly brought to life by superb actors is the ultimate in escapism. On the day Winnie is passed over for a long-overdue promotion, she is also betrayed by her boyfriend and her best friend. Heartbroken, she makes the first impulsive decision of her conventional life—which changes everything. She packs her bags and flies to England to see the town where *Beauchamp Hall* is filmed. The quaint B & B where she stays feels like home. The brother and sister who live in the castle where the show is filmed, rich in titles but poor in cash, are more like long-lost friends than British nobility. And the show itself, with its colorful company and behind-the-scenes affairs, is a drama all its own. Winnie's world comes alive on the set of the show. What happens next is the stuff of dreams, as Winnie takes the boldest leap of all. *Beauchamp Hall* reminds us to follow our dreams. . . . You never know what magic will happen!*

Persuasion Ethics Today Margaret Duffy 2015-12-07 *Persuasion Ethics Today* explores persuasive communication in the fields of advertising, promotions, public relations and integrated marketing communication, and is designed for course use in advertising curricula. Ethical questions have become increasingly important in today's media landscape, and issues of regulation, privacy, and convenience are the subjects of heated debate among consumers, industry professional, policy makers, and interest groups. With the explosion of social media, mobile devices, tracking technologies, and behavioral targeting, the ethical issues about persuasion continue to increase in importance. This book's goal is to offer a broad introduction to the ethical standards, challenges, understanding, and decision-making strategies involved in the practice of persuasion. *Persuasion Ethics Today* links real world persuasive communication activities to fundamental philosophies of ethics. It also offers tools for students and practitioners to engage with ethical dilemmas in a systematic way, and jumpstart debates about the right ethical choices in an increasingly complex media and social environment.

100 Bullshit Jobs...And How to Get Them Stanley Bing 2007-04-24 The scholarly discipline of Bullshit Studies has blossomed in the last several years, fertilized by a number of critical works on the subject and the growing importance of the issue across a wide range of professions. Now, best-selling author and lifelong practitioner Stanley Bing enters the field with a comprehensive look at the many attractive jobs now available to those who are serious about their bullshit and prepared to dedicate their working life to it. What, Bing inquires, do a feng shui consultant, new media executive, wine steward, department store greeter, and Vice President of the United States have in common? What, too, are the actual duties performed by a McKinsey consultant? Other than sitting around making people nervous? Could that possibly be his core function? Likewise, what does an aromatherapist actually do, per se? Sniff things and rub them on people, for big fragrant bucks? Is that all? The answer in all cases is "Yes." They all have bullshit jobs. These few, of course, are just the beginning. Across the length and breadth of this shrinking globe, skillful bullshit artists have secured pleasant, lucrative employment, and are enjoying themselves more than you are. In virtually every occupation, from Advertising to Yoga Franchising, lucky individuals who "work" in these coveted positions enjoy the best lives imaginable -- they are paid well, they rarely break a sweat, and their professions are highly respected, because nobody really knows what they do. At once funny, useful, and tolerably philosophical, this groundbreaking work takes a close look at 100 bullshit jobs -- the money they bring with them, the actual tasks and activities involved (if any), and famous and successful examples of each position, who will provide the neophyte with inspiration. Most crucially, Bing goes on to offer what others so far have not--a clear, concise strategy to help job-seekers at every level reach for that brass ring, knowing full well that it may be attached to the nose of a bull.

This Is How You Pitch Ed Zitron 2013-10-20 So you want to work in PR? Does the idea of glamorous parties, open bars and rubbing elbows with the rich and famous sound like an exciting career for you? Then neither this book or a career in Public Relations are for you. This book will teach you all you need to know about public relations, from what to do on your first day at your desk to how to start your own PR agency. You'll learn the core skill of the business: pitching. It'll also tell you how to avoid becoming a buzzword-spitting automaton that the media will hate. Written by a PR veteran who has done it all - and made every mistake along the way - *This Is How You Pitch* is an honest, direct guidebook to Public Relations and how to survive your first years in the business and how to turn it into a prosperous, fulfilling career.

The Secret Rhonda Byrne 2011-07-07 The tenth-anniversary edition of the book that changed lives in profound ways, now with a new foreword and afterword. In 2006, a groundbreaking feature-length film revealed the great mystery of the universe—*The Secret*—and, later that year, Rhonda Byrne followed with a book that became a worldwide bestseller. Fragments of a Great Secret have been found in the oral traditions, in literature, in religions and philosophies throughout the centuries. For the first time, all the pieces of *The Secret* come together in an incredible revelation that will be life-transforming for all who experience it. In this book, you'll learn how to use *The Secret* in every aspect of your life—money, health, relationships, happiness, and in every interaction you have in the world. You'll begin to understand the hidden, untapped power that's within you, and this revelation can bring joy to every aspect of your life. *The Secret* contains wisdom from modern-day teachers—men and women who have used it to achieve health, wealth, and happiness. By applying the knowledge of *The Secret*, they bring to light compelling stories of eradicating disease, acquiring massive wealth, overcoming obstacles, and achieving what many would regard as impossible.

On Writing Stephen King 2002-06-25 The author shares his insights into the craft of writing and offers a humorous perspective on his own experience as a writer.

Disrupted Dan Lyons 2016-04-05 An instant New York Times bestseller, Dan Lyons' "hysterical" (*Recode*) memoir, hailed by the Los Angeles Times as "the best book about Silicon Valley," takes readers inside the maddening world of fad-chasing venture capitalists, sales bros, social climbers, and sociopaths at today's tech startups. For twenty-five years Dan Lyons was a magazine writer at the top of his

profession--until one Friday morning when he received a phone call: Poof. His job no longer existed. "I think they just want to hire younger people," his boss at Newsweek told him. Fifty years old and with a wife and two young kids, Dan was, in a word, screwed. Then an idea hit. Dan had long reported on Silicon Valley and the tech explosion. Why not join it? HubSpot, a Boston start-up, was flush with \$100 million in venture capital. They offered Dan a pile of stock options for the vague role of "marketing fellow." What could go wrong? HubSpotters were true believers: They were making the world a better place ... by selling email spam. The office vibe was frat house meets cult compound: The party began at four thirty on Friday and lasted well into the night; "shower pods" became hook-up dens; a push-up club met at noon in the lobby, while nearby, in the "content factory," Nerf gun fights raged. Groups went on "walking meetings," and Dan's absentee boss sent cryptic emails about employees who had "graduated" (read: been fired). In the middle of all this was Dan, exactly twice the age of the average HubSpot employee, and literally old enough to be the father of most of his co-workers, sitting at his desk on his bouncy-ball "chair."

Summary of Josh Bernoff's *Writing Without Bullshit* Everest Media, 2022-06-10T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 The tide of bullshit is rising, and it's affecting every aspect of our lives. It's becoming harder and harder to write clearly, and this is a huge problem. But it doesn't have to be. I can show you how to clear away the motivational roadblocks that are stopping you from writing clearly. #2 The Iron Imperative is to write clear, bold prose that focuses on meaning and directness. But how can you actually put it into practice. You will inevitably become more efficient with your own time, which will lead to a decrease in your integrity. #3 When you read something that is meaningful, you learn something. When you read something that is bullshit, you go, Huh. Bullshit is communication that wastes the reader's time by failing to communicate clearly and accurately. #4 A passage should have a meaning ratio of 100 percent. A passage with a meaning ratio of 80 percent is readable. But below 70 percent, you're in bullshit territory. This passage reads as bullshit because nearly half of it is not communicating anything useful.

Empowered Josh Bernoff 2010-09-14 It's the new normal. Now all of your employees are Twittering away and friending clients on Facebook. Not to mention customers--who feel obligated to update your Wikipedia entry with product complaints. In this new world, dealing with empowered employees and customers --Insurgents -- is only going to get more challenging. Employees are using this technology in the workplace and customers are using it in the marketplace, and neither obey the rules you set up. This chaos is your future as a manager. You could try to shut it down and shut it off. Or you can harness it and reap the business benefits. According to Josh Bernoff and Ted Schadler of Forrester Research (the organization that brought you Groundswell), your defense against insurgents is to enable them. At its heart, this is a book about how to scale the management of insurgency, both the innovation of insurgent employees and the energy of insurgent customers. The key is a process Forrester calls E Triple S, for the four elements of managing insurgents effectively: empowering, selecting, scaling, and socializing. While it's based in current trends, the core concept of *Managing Insurgents* -- that the next management and innovation challenge is harnessing individuals empowered by mobile, social, and connected technology -- is a new idea. In the wake of *Groundswell*, dozens of social-technology-for-business books cropped up. And there are plenty of books on improving your customer service. But there's no serious business book about management, marketing, and innovation in the throes of this trend. When *Insurgency* hits, it will be perceived not just as a sequel to *Groundswell* but as the start of a new management philosophy.

Becoming a Writer, Staying a Writer J. Michael Straczynski 2021-06-01 In the words of novelist Harlan Ellison, "The trick is not becoming a writer. The trick is staying a writer. New York Times bestselling author and British Academy Award nominee J. Michael Straczynski knew he wanted to be a writer ever since he was a child. What he didn't know was how to actually become, or stay, a writer. Now, he's giving fellow writers the comprehensive guide he wishes he had all along, personalized tips and techniques that can't be found in any other book on writing. *Becoming a Writer, Staying a Writer* culls from Straczynski's more than thirty years of experience writing for film, television, books, and comics. Designed for writers in any stage of their career, this quirky, insightful and often humorous book provides an inside look at these industries with advice and wisdom covering such topics such as: • What fledgling writers need to know to improve and sell their work—and avoid wasting valuable time • Tips for experienced writers who want to get to the next level • Staying disciplined when writing is your day job • Why writers should never wait for inspiration • Story-planning strategies that don't kill your spontaneity • Expert techniques for effective, memorable world-building • How to get an agent and survive the writer's journey in more personal relationships • Revising and editing with precision • When and how to reinvent yourself as an artist *Becoming a Writer, Staying a Writer* includes Straczynski's unique, tried-and-true methodologies that will help storytellers sharpen their work so that it's polished and ready for publication. Part toolbox and part survival guide, this book will be an indispensable guide throughout your entire writing career, offering fresh and practical insights every step of the way.

Writing without Teachers Peter Elbow 1998-06-25 In *Writing Without Teachers*, well-known advocate of innovative teaching methods Peter Elbow outlines a practical program for learning how to write. His approach is especially helpful to people who get "stuck" or blocked in their writing, and is equally useful for writing fiction, poetry, and essays, as well as reports, lectures, and memos. The core of Elbow's thinking is a challenge against traditional writing methods. Instead of editing and outlining material in the initial steps of the writing process, Elbow celebrates non-stop or free uncensored writing, without editorial checkpoints first, followed much later by the editorial process. This approach turns the focus towards encouraging ways of developing confidence and inspiration through free writing, multiple drafts, diaries, and notes. Elbow guides the reader through his metaphor of writing as "cooking:" his term for heating up the creative process where the subconscious bubbles up to the surface and the writing gets good. 1998 marks the twenty-fifth anniversary of *Writing Without Teachers*. In this edition, Elbow reexamines his program and the subsequent influence his techniques have had on writers, students, and teachers. This invaluable guide will benefit anyone, whether in the classroom, boardroom, or living room, who has ever had trouble writing.

Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself Jessica Zweig 2021-02-16 Build your confidence, increase your value, and make a lasting impact—a brand authenticity expert shares her most powerful secrets. Everyone in marketing is talking "authenticity." Which means making a personal or professional brand should be simpler than ever, right? What could be easier than "being yourself"? Simple? Sure. But easy? Not so much. Why? Because authenticity is unfiltered, unapologetic, and honest.

Authenticity owns its imperfections and takes responsibility for mistakes. It shows up on the good and bad days. In short, authenticity feels scary. No wonder we try to brand ourselves as someone else we think will be more appealing than our real selves. Jessica Zweig founded the SimplyBe. agency to revolutionize an authenticity-first approach to branding. With *Be: A No-Bullsh*t Guide to Increasing Your Self Worth and Net Worth by Simply Being Yourself*, she shares her most powerful secrets for building authenticity, service, and real connection into your winning brand. “I’m opening up the freakin’ vault to SimplyBe.’s best-in-class, trademarked methodologies, tools, and frameworks for clearing away everything that’s keeping the real you from shining through,” she says, including: *Branding Reinvented—Forget the hacks and tricks, it’s time to learn what personal branding is really about. Embracing Your Sh*t—All that stuff you think you need to hide? That’s actually your most important resource! Your Vibe Attracts Your Tribe—Learn to magnetize the people who most want to support you (and they’re out there). Your Personal Brand Hologram®—SimplyBe.’s universal framework can crystallize your utterly unique brand platform. The Supernova™—Create winning content with the secret sauce of consistency and clarity. The Pinnacle Content Framework™—Take the stress out of strategy and find the most direct, effective path toward your goals. Getting Social Media Right—Stop chasing trends and learn the 10 sustainable, evergreen principles for online connection. Living Your Brand—Take your authentic personal brand where it matters most: offline and into your relationships, your workplace, and the way you show up in the world.* “We are living at an inflection point,” says Jessica Zweig. “For any brand—business or personal—the game is no longer about eyeballs, but engagement. No longer about impressions, but impact. Content is no longer king, clarity is. Your best strategy? Service and generosity. Your best solution? Authenticity.” Here is a powerful guide for connecting with others, changing lives, and moving the world forward as only you can.

Economical Writing, Third Edition Deirdre Nansen McCloskey 2019-05-17 Economics is not a field that is known for good writing. Charts, yes. Sparkling prose, no. Except, that is, when it comes to Deirdre Nansen McCloskey. Her conversational and witty yet always clear style is a hallmark of her classic works of economic history, enlivening the dismal science and engaging readers well beyond the discipline. And now she’s here to share the secrets of how it’s done. *Economical Writing* is itself economical: a collection of thirty-five pithy rules for making your writing clear, concise, and effective. Proceeding from big-picture ideas to concrete strategies for improvement at the level of the paragraph, sentence, or word, McCloskey shows us that good writing, after all, is not just a matter of taste—it’s a product of adept intuition and a rigorous revision process. Debunking stale rules, warning us that “footnotes are nests for pedants,” and offering an arsenal of readily applicable tools and methods, she shows writers of all levels of experience how to rethink the way they approach their work, and gives them the knowledge to turn mediocre prose into magic. At once efficient and digestible, hilarious and provocative, *Economical Writing* lives up to its promise. With McCloskey as our guide, it’s impossible not to see how any piece of writing—on economics or any other subject—can be a pleasure to read.

There’s Not an App for That Cary Pfeffer 2015-12-23 Our world is more interconnected than ever—and yet we are all more isolated. Our vast array of communication tools has in many ways stepped on the toes of traditional communication. But strong communication skills help people thrive, enabling them to accomplish everything from landing jobs to making sales to running an organization. *There’s Not an App for That* is an easy-to-incorporate guide that will help you to master the skills technology can’t replicate. Learn to explain complicated ideas, interview effectively, speak clearly, and ultimately get ahead—all without looking at your smartphone.

Rage Against the Manuscript Steff Green Do you have a story you’re bursting to tell the world? Are you sick of being rejected by the publishing establishment? Do you want to inject a little punk rock, DIY ethos into your indie author career? In *How to Rock Self-Publishing*, bestselling indie author and publishing coach Steff Green shows you how to tell your story, find your readers, and build a badass author brand. As a self-published author you’ll learn how to: Define your measure of success and set attainable goals. Create an exciting author brand you want to write under forever. Tame your monkey mind and consolidate your gazillion ideas into a solid plan. Choose the best platforms, editors, designers, and tools to create a high-quality book. Plan a compelling book series in any genre that will have your readers chomping for more. Write faster, release more often, and enjoy what you create. Spot trends and gaps in the market where you can add your unique voice. Publish your book in print, ebook, and audio with all the nuts and bolts. Launch with a BANG! – including handy launch checklists. Create an engaging author platform to turn your readers into lifelong fans. Find unique and emerging opportunities in self-publishing to build your audience and earn a living. Steff breaks down the 11-step process that’s seen her go from failed archaeologist and obscure music blogger to a USA Today bestseller with a six-figure income. With dozens of examples from across the publishing landscape and real-talk from her own career, Steff shows how imagination, creativity, and perseverance can help you achieve your dreams. *How to Rock Self-Publishing* isn’t just a book about writing, it’s about grabbing your dreams by the balls, living faster, harder and louder, and cranking your art up to 11.

The Mobile Mind Shift Ted Schadler 2014-06-24 Mobile has reprogrammed your customers’ brains. Your customers now turn to their smartphones for everything. What’s tomorrow’s weather? Is the flight on time? Where’s the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you’re there for them, they’ll love you; if you’re not, you’ll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you? Based on 200 interviews with entrepreneurs and major companies across the globe, *The Mobile Mind Shift* is the first book to explain how you can exploit mobile moments. You’ll learn how to: • Find your customer’s most powerful mobile moments with a mobile moment audit. • Master the IDEA Cycle, the business discipline for exploiting mobile. Align your business and technology teams in four steps: Identify, Design, Engineer, Analyze. • Manufacture mobile moments as Krispy Kreme does — it sends a push notification when hot doughnuts are ready near you. Result: 500,000 app downloads, followed by a double-digit increase in same-store sales. • Turn one-time product sales into ongoing services and engagement, as the Nest thermostat does. And master new business models, as Philips and Uber do. Find ways to charge more and create indelible customer loyalty. • Transform your technology into systems of engagement. Engineer your business and technology systems to meet the ever-expanding demands of mobile. It’s how Dish Network not only increased the efficiency of its installers but also

created new on-the-spot upsell opportunities. Mobile is rapidly shifting your customers into a new way of thinking. You'll need your own mobile mind shift to respond.

Writing Without Bullshit Josh Bernoff 2016-09-13 Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* 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 36 seconds of attention. Unless you change how you write, your emails, 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. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.

Reporter Seymour M. Hersh 2019-05-14 "Reporter is just wonderful. Truly a great life, and what shines out of the book, amid the low cunning and tireless legwork, is Hersh's warmth and humanity. This book is essential reading for every journalist and aspiring journalist the world over." —John le Carré "A master class in the craft of reporting." —Alan Rusbridger, *The New York Times Book Review* From the Pulitzer Prize-winning, best-selling author and preeminent investigative journalist of our time—a heartfelt, hugely revealing memoir of a decades-long career breaking some of the most impactful stories of the last half-century, from Washington to Vietnam to the Middle East. Seymour Hersh's fearless reporting has earned him fame, front-page bylines in virtually every major newspaper in the free world, honors galore, and no small amount of controversy. Now in this memoir he describes what drove him and how he worked as an independent outsider, even at the nation's most prestigious publications. He tells the stories behind the stories—riveting in their own right—as he chases leads, cultivates sources, and grapples with the weight of what he uncovers, daring to challenge official narratives handed down from the powers that be. In telling these stories, Hersh divulges previously unreported information about some of his biggest scoops, including the My Lai massacre and the horrors at Abu Ghraib. There are also illuminating recollections of some of the giants of American politics and journalism: Ben Bradlee, A. M. Rosenthal, David Remnick, and Henry Kissinger among them. This is essential reading on the power of the printed word at a time when good journalism is under fire as never before.

No Bullsh!t Leadership Martin G. Moore 2021-09-28 What makes a truly exceptional leader? Discover the practical, fail-proof tools that will help you to fine-tune your leadership skills, solidify respect among your workforce, and ensure your company's lasting success. When Martin G. Moore was asked to rescue a leading energy corporation from ever-increasing debt and a lack of executive accountability, he faced an uphill battle. Not only had he never before stepped into the role of CEO; he also had no experience in the rapidly evolving energy sector. Relying on the practical leadership principles he had honed throughout his thirty-three-year career, he overhauled the company's culture, redefined its leadership capability, and increased earnings by a compound annual growth rate of 125 percent. In *No Bullsh!t Leadership*, Moore outlines these proven leadership principles in a clear, direct way. He sweeps away the mystical fog surrounding leadership today and lays out the essential steps for success. Moore combines this tangible advice with honest, real-world examples from his own career to provide a no-nonsense look at the skills a true leader possesses. Moore's principles for no bullshit leadership focus on: Creating value by focusing only on the things that matter most Facing conflict, adversity, and ambiguity with decisiveness and confidence Setting uncompromising standards for behavior and performance Selecting and developing great people Making those people accountable, and empowering them to do their best Setting simple, value-driven goals and communicating them relentlessly Though the steps aren't easy, they are guaranteed, if implemented, to lift your leadership—and your organization—to a higher level. Wherever you are in your career, *No Bullsh!t Leadership* will help you develop the skills and form the habits needed to become a no bullshit leader.

Weird in a World That's Not Jennifer Romolini 2017-06-06 An honest, sharp-witted, practical guide to help you get and keep the job you want—from an outsider whose been there and done it, a woman who went from being a broke, divorced, college dropout to running some of the biggest websites in the world. Jennifer Romolini started her career as an awkward twenty-seven-year-old misfit, navigated her way through New York media and became a boss—an editor-in-chief, an editorial director, and a vice president—all within little more than a decade. Her book, *Weird In A World That's Not*, asserts that being outside-the-norm and achieving real, high-level success are not mutually exclusive, even if the perception of the business world often seems otherwise, even if it seems like only office-politicking extroverts are set up for reward. Part career memoir, part real-world guide, *Weird in a World That's Not* offers relatable advice on how to achieve your dreams, even when the odds seem stacked against you. Romolini helps you face down your fears, find a career that's right for you, and get and keep a job. She tackles practical issues and offers empathetic, clear-cut answers to important questions: How do I navigate the awkwardness of networking? How do I deal with intense office politics? How do I leave my crappy job? How do I learn how to be a boss not just a #boss? And, most importantly: How do I do all this and stay true to who I really am? Authentic, funny, and moving, *Weird in a World That's Not* will help you tap into your inner tenacity and find your path, no matter how offbeat you are.

A Stranger's Journey David Mura 2018 Long recognized as a master teacher at writing programs like VONA, the Loft, and the Stonecoast MFA, with *A Stranger's Journey*, David Mura has written a book on creative writing that addresses our increasingly diverse American literature. Mura argues for a more inclusive and expansive definition of craft, particularly in relationship to race, even as he elucidates timeless rules of narrative construction in fiction and memoir. His essays offer technique-focused readings of writers such as James Baldwin, ZZ Packer, Maxine Hong Kingston, Mary Karr, and Garrett Hongo, while making compelling connections to Mura's own life and work as a Japanese American writer. In *A Stranger's Journey*, Mura poses two central questions. The first involves identity: How is writing an exploration of who one is and one's place in the world? Mura examines how the myriad identities in our changing contemporary canon have led to new challenges regarding both craft and pedagogy. Here, like Toni Morrison's *Playing in the Dark* or Jeff Chang's *Who We Be*, *A Stranger's Journey* breaks new ground in our understanding of the relationship between the issues of race, literature, and culture. The

book's second central question involves structure: How does one tell a story? Mura provides clear, insightful narrative tools that any writer may use, taking in techniques from fiction, screenplays, playwriting, and myth. Through this process, Mura candidly explores the newly evolved aesthetic principles of memoir and how questions of identity occupy a central place in contemporary memoir.

The 10 Laws of Career Reinvention Pamela Mitchell 2009-12-31 Reinvention is the key to success in these volatile times—and Pamela Mitchell holds the key to reinvention! In *The 10 Laws of Career Reinvention*, America's Reinvention Coach® Pamela Mitchell offers every tool readers need to navigate the full arc of career change. Part I introduces the Reinvention Mindset, with what you need to know to be prepared mentally to get started. In Part II, you read the real-life stories of ten individuals who successfully made the leap to new and unexpected careers, using the 10 laws: *The 1st Law: It Starts With a Vision for Your Life* *The 2nd Law: Your Body Is Your Best Guide* *The 3rd Law: Progress Begins When You Stop Making Excuses* *The 4th Law: What You Seek is on the Road Less Traveled* *The 5th Law: You've Got the Tools in Your Toolbox* *The 6th Law: Your Reinvention Board is Your Lifeline* *The 7th Law: Only a Native Can Give You the Inside Scoop* *The 8th Law: They Won't "Get" You Until You Speak Their Language* *The 9th Law: It Takes the Time That it Takes* *The 10th Law: The World Buys Into an Aura of Success* Each story is followed by an in-depth lesson that explains how to adapt these laws to your own career goals, and what actions and precautions to take. The lessons answer all your tactical concerns about navigating the roadblocks, getting traction and managing your fears. The final section provides workbook exercises for fine-tuning your reinvention strategies for maximum results. Clear-headed, calming, practical, and thorough, this is the ideal action plan for getting through any career crisis and ending up securely in the lifestyle you've always dreamed of having.

On Bullshit Harry G. Frankfurt 2009-01-10 A #1 NEW YORK TIMES BESTSELLER One of the most salient features of our culture is that there is so much bullshit. Everyone knows this. Each of us contributes his share. But we tend to take the situation for granted. Most people are rather confident of their ability to recognize bullshit and to avoid being taken in by it. So the phenomenon has not aroused much deliberate concern. We have no clear understanding of what bullshit is, why there is so much of it, or what functions it serves. And we lack a conscientiously developed appreciation of what it means to us. In other words, as Harry Frankfurt writes, "we have no theory." Frankfurt, one of the world's most influential moral philosophers, attempts to build such a theory here. With his characteristic combination of philosophical acuity, psychological insight, and wry humor, Frankfurt proceeds by exploring how bullshit and the related concept of humbug are distinct from lying. He argues that bullshitters misrepresent themselves to their audience not as liars do, that is, by deliberately making false claims about what is true. In fact, bullshit need not be untrue at all. Rather, bullshitters seek to convey a certain impression of themselves without being concerned about whether anything at all is true. They quietly change the rules governing their end of the conversation so that claims about truth and falsity are irrelevant. Frankfurt concludes that although bullshit can take many innocent forms, excessive indulgence in it can eventually undermine the practitioner's capacity to tell the truth in a way that lying does not. Liars at least acknowledge that it matters what is true. By virtue of this, Frankfurt writes, bullshit is a greater enemy of the truth than lies are.

The Great Mental Models: General Thinking Concepts Farnam Street 2019-12-16 The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. **AUTHOR BIOGRAPHY** Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. **AUTHOR HOME** Ottawa, Ontario, Canada

Business Writing Wilma Davidson 2015-12-08 The Revised and Updated 3rd edition of the clear, practical guide to business writing from a renowned corporate writing coach Since the first edition's publication in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as an excellent primer for anyone who writes on the job. Now revised and updated to cover e-mail, texts, and the latest social media technology, *Business Writing* uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

Branding Yourself Erik Deckers 2017-10-09 Want a new job or career? Need to demonstrate more value to customers or employers? Use today's hottest social media platforms to build the powerful personal brand that gets you what you want! In this completely updated book, Erik Deckers and Kyle Lacy help you use social media to and networking to advance your career, grow your business, and land new job opportunities. From LinkedIn to Facebook, now including Instagram and SnapChat, this book is packed with new techniques and ideas that are practical, easy, and effective. Deckers and Lacy show you how to supercharge all your business and personal relationships...demonstrate that you are the best solution to employers' or partners' toughest problems...become a recognized thought leader...and turn your online network into outstanding jobs, great projects, and a fulfilling, profitable career! Discover how to: Choose today's best social media tools for your personal goals Build an authentic storyline and online identity that gets you the right opportunities Make the most of Facebook, LinkedIn, and Twitter—and leverage new platforms like Snapchat and Instagram Build connections and prove expertise by sharing video on YouTube and Vimeo Find yourself on search engines and then optimize your personal online presence Promote your events, accomplishments, victories...and even defeats and lessons learned Integrate online and offline networking to get more from both Reach people with hiring authority and budgets on LinkedIn Use Twitter to share the ideas and passions that make you uniquely valuable Avoid "killer" social networking mistakes Leverage your online expert status to become a published author or public speaker

Measure the success of your social media branding Get new projects or jobs through your online friends and followers
Words Onscreen Naomi S. Baron 2015-01-09 People have been reading on computer screens for several decades now, predating popularization of personal computers and widespread use of the internet. But it was the rise of eReaders and tablets that caused digital reading to explode. In 2007, Amazon introduced its first Kindle. Three years later, Apple debuted the iPad. Meanwhile, as mobile phone technology improved and smartphones proliferated, the phone became another vital reading platform. In *Words Onscreen*, Naomi Baron, an expert on language and technology, explores how technology is reshaping our understanding of what it means to read. Digital reading is increasingly popular. Reading onscreen has many virtues, including convenience, potential cost-savings, and the opportunity to bring free access to books and other written materials to people around the world. Yet, Baron argues, the virtues of eReading are matched with drawbacks. Users are easily distracted by other temptations on their devices, multitasking is rampant, and screens coax us to skim rather than read in-depth. What is more, if the way we read is changing, so is the way we write. In response to changing reading habits, many authors and publishers are producing shorter works and ones that don't require reflection or close reading. In her tour through the new world of eReading, Baron weighs the value of reading physical print versus online text, including the question of what long-standing benefits of reading might be lost if we go overwhelmingly digital. She also probes how the internet is shifting reading from being a solitary experience to a social one, and the reasons why eReading has taken off in some countries, especially the United States and United Kingdom, but not others, like France and Japan. Reaching past the hype on both sides of the discussion, Baron draws upon her own cross-cultural studies to offer a clear-eyed and balanced analysis of the ways technology is affecting the ways we read today--and what the future might bring.

Writing Without Bullshit Josh Bernoff 2016-09-13

Brand New Start Mainak Dhar 2021-01-18 Studying in college or business school and wondering what it takes to land your dream job? Early in your career and wondering how to set yourself up for success? Feeling off-track after just a couple of years of working and wondering how to find an opportunity that fits you better? If you find yourself nodding to any of these questions, then this is the book for you. *Brand New Start* teaches you that a lot of success at the start of your career hinges on how well you understand, articulate and present the most important brand you can work on. You. Combining the wisdom and experience of a CEO gained over two and a half decades in the corporate world with the accessible and engaging storytelling of a bestselling novelist, *Brand New Start* is a unique book. It will make you reflect, smile, rethink some things you've taken for granted, and ultimately equip you with practical advice on how to build a more authentic, more compelling and more differentiated personal brand as a cornerstone of your career success.

The One Device Brian Merchant 2017-06-20 The secret history of the invention that changed everything--and became the most profitable product in the world. NATIONAL BESTSELLER Shortlisted for the Financial Times Business Book of the Year Award One of the Best Business Books of 2016 - CNBC, Bloomberg, 1-800-CEO-Read "The One Device is a tour de force, with a fast-paced edge and heaps of analytical insight." -Ashlee Vance, New York Times bestselling author of *Elon Musk* "A stunning book. You will never look at your iPhone the same way again." -Dan Lyons, New York Times bestselling author of *Disrupted* Odds are that as you read this, an iPhone is within reach. But before Steve Jobs introduced us to "the one device," as he called it, a cell phone was merely what you used to make calls on the go. How did the iPhone transform our world and turn Apple into the most valuable company ever? Veteran technology journalist Brian Merchant reveals the inside story you won't hear from Cupertino--based on his exclusive interviews with the engineers, inventors, and developers who guided every stage of the iPhone's creation. This deep dive takes you from inside One Infinite Loop to 19th century France to WWII America, from the driest place on earth to a Kenyan pit of toxic e-waste, and even deep inside Shenzhen's notorious "suicide factories." It's a firsthand look at how the cutting-edge tech that makes the world work--touch screens, motion trackers, and even AI--made their way into our pockets. *The One Device* is a roadmap for design and engineering genius, an anthropology of the modern age, and an unprecedented view into one of the most secretive companies in history. This is the untold account, ten years in the making, of the device that changed everything.

Bullshit Jobs David Graeber 2019-05-07 From bestselling writer David Graeber—"a master of opening up thought and stimulating debate" (Slate)—a powerful argument against the rise of meaningless, unfulfilling jobs...and their consequences. Does your job make a meaningful contribution to the world? In the spring of 2013, David Graeber asked this question in a playful, provocative essay titled "On the Phenomenon of Bullshit Jobs." It went viral. After one million online views in seventeen different languages, people all over the world are still debating the answer. There are hordes of people—HR consultants, communication coordinators, telemarketing researchers, corporate lawyers—whose jobs are useless, and, tragically, they know it. These people are caught in bullshit jobs. Graeber explores one of society's most vexing and deeply felt concerns, indicting among other villains a particular strain of finance capitalism that betrays ideals shared by thinkers ranging from Keynes to Lincoln. "Clever and charismatic" (The New Yorker), *Bullshit Jobs* gives individuals, corporations, and societies permission to undergo a shift in values, placing creative and caring work at the center of our culture. This book is for everyone who wants to turn their vocation back into an avocation and "a thought-provoking examination of our working lives" (Financial Times).

Why They Can't Write John Warner 2020-03-17 Combining current knowledge of what works in teaching and learning with the most enduring philosophies of classical education, this book challenges readers to develop the skills, attitudes, knowledge, and habits of mind of strong writers.

The Scribe Method Tucker Max 2021-04-15 Ready to write your book? So why haven't you done it yet? If you're like most nonfiction authors, fears are holding you back. Sound familiar? Is my idea good enough? How do I structure a book? What exactly are the steps to write it? How do I stay motivated? What if I actually finish it, and it's bad? Worst of all: what if I publish it, and no one cares? How do I know if I'm even doing the right things? The truth is, writing a book can be scary and overwhelming—but it doesn't have to be. There's a way to know you're on the right path and taking the right steps. How? By using a method that's been validated with thousands of other Authors just like you. In fact, it's the same exact process used to produce dozens of big bestsellers—including David Goggins's *Can't Hurt Me*, Tiffany Haddish's *The Last Black Unicorn*, and Joey Coleman's *Never Lose a Customer Again*. *The Scribe Method* is the tested and

proven process that will help you navigate the entire book-writing process from start to finish—the right way. Written by 4x New York Times Bestselling Author Tucker Max and publishing expert Zach Obront, you'll learn the step-by-step method that has helped over 1,500 authors write and publish their books. Now a Wall Street Journal Bestseller itself, *The Scribe Method* is specifically designed for business leaders, personal development gurus, entrepreneurs, and any expert in their field who has accumulated years of hard-won knowledge and wants to put it out into the world. Forget the rest of the books written by pretenders. This is the ultimate resource for anyone who wants to professionally write a great nonfiction book.

Everybody Writes Ann Handley 2014-09-15 Finally a go-to guide to creating and publishing the kind of content that will make your business thrive. *Everybody Writes* is a go-to guide to attracting and retaining customers through stellar online communication, because in our content-driven world, every one of us is, in fact, a writer. If you have a web site, you are a publisher. If you are on social media, you are in marketing. And that means that we are all relying on our words to carry our marketing messages. We are all writers. Yeah, but who cares about writing anymore? In a time-challenged world dominated by short and snappy, by click-bait headlines and Twitter streams and Instagram feeds and gifs and video and Snapchat and YOLO and LOL and #tbt. . . does the idea of focusing on writing seem pedantic and ordinary? Actually, writing matters more now, not less. Our online words are our currency; they tell our customers who we are. Our writing can make us look smart or it can make us look stupid. It can make us seem fun, or warm, or competent, or trustworthy. But it can also make us seem humdrum or discombobulated or flat-out boring. That means you've got to choose words well, and write with economy and the style and honest empathy for your customers. And it means you put a new value on an often-overlooked skill in content marketing: How to write, and how to tell a true story really, really well. That's true whether you're writing a listicle or the words on a Slideshare deck or the words you're reading right here, right now... And so being able to communicate well in writing isn't just nice; it's necessity. And it's also the oft-overlooked cornerstone of nearly all our content marketing. In *Everybody Writes*, top marketing veteran Ann Handley gives expert guidance and insight into the process and strategy of content creation, production and publishing, with actionable how-to advice designed to get results. These lessons and rules apply across all of your online assets — like web pages, home page, landing pages, blogs, email, marketing offers, and on Facebook, Twitter, LinkedIn, and other social media. Ann deconstructs the strategy and delivers a practical approach to create ridiculously compelling and competent content. It's designed to be the go-to guide for anyone creating or publishing any kind of online content — whether you're a big brand or you're small and solo. Sections include: How to write better. (Or, for "adult-onset writers": How to hate writing less.) Easy grammar and usage rules tailored for business in a fun, memorable way. (Enough to keep you looking sharp, but not too much to overwhelm you.) Giving your audience the gift of your true story, told well. Empathy and humanity and inspiration are key here, so the book covers that, too. Best practices for creating credible, trustworthy content steeped in some time-honored rules of solid journalism. Because publishing content and talking directly to your customers is, at its heart, a privilege. "Things Marketers Write": The fundamentals of 17 specific kinds of content that marketers are often tasked with crafting. Content Tools: The sharpest tools you need to get the job done. Traditional marketing techniques are no longer enough. *Everybody Writes* is a field guide for the smartest businesses who know that great content is the key to thriving in this digital world.

Women in Tech Tarah Wheeler 2016-03-29 "Jam packed with insights from women in the field," this is an invaluable career guide for the aspiring or experienced female tech professional (*Forbes*) As the CEO of a startup, Tarah Wheeler is all too familiar with the challenges female tech professionals face on a daily basis. That's why she's teamed up with other high-achieving women within the field—from entrepreneurs and analysts to elite hackers and gamers—to provide a roadmap for women looking to jump-start, or further develop, their tech career. In an effort to dismantle the unconscious social bias against women in the industry, Wheeler interviews professionals like Brianna Wu (founder, Giant Spacekat), Angie Chang (founder, Women 2.0), Keren Elazari (TED speaker and cybersecurity expert), Katie Cunningham (Python educator and developer), and Miah Johnson (senior systems administrator) about the obstacles they have overcome to do what they love. Their inspiring personal stories are interspersed with tech-focused career advice. Readers will learn: · The secrets of salary negotiation · The best format for tech resumes · How to ace a tech interview · The perks of both contracting (W-9) and salaried full-time work · The secrets of mentorship · How to start your own company · And much more **BONUS CONTENT:** Perfect for its audience of hackers and coders, *Women in Tech* also contains puzzles and codes throughout—created by Mike Selinker (Lone Shark Games), Gabby Weidling (Lone Shark Games), and cryptographer Ryan "LostboY" Clarke—that are love letters to women in the industry. A distinguished anonymous contributor created the Python code for the cover of the book, which references the mother of computer science, Ada Lovelace. Run the code to see what it does!

Building a Workplace Writing Center Jessica Weber Metzenroth 2022-03-18 This practical resource provides guidance for writing professionals to sustainably tackle the organizational writing challenges of any professional environment. Rooted in applied experience, *Building a Workplace Writing Center* guides readers through the process of developing a writing center, from assessing the needs of an organization and pitching the idea of a writing center, to developing a service model and measuring progress. Chapters explore what a writing center can offer, such as one-on-one writing consultations, tailored group workshops, and standardized writing guidance and resources. Although establishing a writing center requires time and a shift in culture up front, it is a rewarding process that produces measurably improved writing, less frustration with the writing and revision processes, and more confident, independent writers. This guide is an invaluable resource for professionals across industries and academia considering how to establish an embedded, sustainable, and cost-effective workplace writing center. It will be of particular interest to business and human resource managers considering how best to improve writing skills within their organizations.

saying-what-you-mean

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