

Style Lessons In Clarity And Grace

engaging and direct style lessons in clarity and grace is the guidebook for anyone who wants to write well

style the basics of clarity and grace reflects the wisdom and clear authorial voice of Williams best selling book style lessons in clarity and grace while streamlining every chapter to create a very brief yet powerfully direct guide to writing with style the concise clarity of this book makes it a handy reference for anyone interested in good writing as well as a quick and ideal guide for freshman composition courses writing courses across the disciplines and as a supporting text in courses that require clear and direct writing style the basics covers the elemental principles of writing that will help students diagnose the strengths and weaknesses of their prose quickly and revise effectively the text features principles of effective prose written in Williams hallmark conversational style offering reason based principles rather than hard and fast rules for successful effective writing

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the four sections style as choice clarity grace and ethics feature principles of effective prose chapter summaries for quick and easy review and group exercises that encourage students to work and learn together williams nadal offers these principles as reason based approaches to improving prose rather than hard and fast rules to writing well style ten lessons in clarity and grace empowers students to use their writing not only as a tool to identify and solve problems but also as a method for exploring their own thinking

an essential companion to the chicago manual of style a concise logical program for achieving excellence in expression based on joseph williams s bestselling textbook style with new material for general readers

the fourth edition of ethics in practice offers an impressive collection of 70 new revised and classic essays covering 13 key ethical issues essays integrate ethical theory and the discussion of practical moral problems into a text that is ideal for introductory and applied ethics courses a

fully updated and revised edition of this authoritative anthology of classic and contemporary essays covering a wide range of ethical and moral issues integrates ethical theory with discussions of practical moral problems and includes three essays on theory written specifically for this volume nearly half of the essays are written or revised exclusively for this anthology which now also features eleven essays new to this edition as well as expanded sections discussing theory reproductive technologies war and terrorism and animals content allows teachers to discuss discrete practical issues e.g. euthanasia focus on the broader grouping of topics e.g. life and death or focus on common themes which bridge sections sexism moral standing individualism and community section introductions not only outline the basic issues discussed in the essays but relate them to theoretical perspectives and practical issues discussed elsewhere in the book guides students with supporting introductory essays on reading philosophy theorizing about ethics writing a philosophy paper and a supporting web site at hughlafollette.com/eip4

employees with a sound knowledge of and strong commitments to a brand are likely to display behaviors that conform to a brand's identity so called brand citizenship behavior organizations have access to various internal branding instruments that support commitment structures but multinational corporations are challenged by a diverse workforce environment the study analyzes the relevance of these instruments across a german chinese and north american sample this research further analyzes the impact of an individual's cultural values on brand commitment which is an antecedent to brand citizenship behavior

jesus never intended the church to become an institution he intended it to be a people of power transforming the world power is the capacity ability and the willingness to act most people and systems use power to dominate and control but others have used it relationally to liberate transform and even save built around a biblical exploration of shalom building a people of power explains how local churches can use power to transform their communities and their cities detailed power strategies are presented enabling churches to build productive relationships to address the primary issues of people they serve and to develop strong leaders faithful organizations and redeemed neighborhoods that live out shalom

branding and human capital are considered a firm's most important assets and the development of these intangible assets is a particularly challenging and important management task for human resource managers and marketers employee based brand equity is a key advantage for the organization and an important part of the brand based evaluation to develop an effective and strong employee based brand equity firms need to focus on the perceptions of employees

and promote positive attitudes about affiliation with the firm antecedents and outcomes of employee based brand equity explores the antecedents and consequences of employee based brand equity from different perspectives and different artifacts of employee based brand equity this book highlights the importance of brand equity from a human resource management perspective it further highlights the ways in which brand equity can be fruitful in understanding and learning different theories and concepts with the interaction of different industries and culture covering topics such as employee retention psychological capital and brand experience this premier reference source is an indispensable resource for corporate offices human resource managers business leaders and managers governmental organizations marketing professionals customer service professionals libraries students and educators of higher education researchers and academicians

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this text gathers writings by and about the choreographer merce cunningham tracing his career from 1944 1992 for nearly 60 years he challenged and provoked audiences by stripping theatrical dance of its traditional narrative

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