



# The Book on Writing: The Ultimate Guide to Writing Well

*Paula LaRocque*

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You're going to love the way Paula LaRocque teaches in *The Book on Writing*. A celebrated writing coach with a sense of humor and a gentle touch, she's also a master writer herself with a long and distinguished career in both teaching and practicing the art of writing.

*The Book on Writing* contains 25 chapters in three sections:

- A dozen essential but easy-to-apply guidelines to good writing, from the importance of clarity to the value of a conversational tone. Paula LaRocque believes learning is easier and more successful when we are not only told but also shown. So her *Book on Writing* is chockfull of actual writing examples that supplement and illustrate principles that apply as naturally to fiction as they do to nonfiction.
- How to tell a story—from building suspense, to effective description, to the uses of metaphor and literary devices. Paula LaRocque also deals with the narrative “engine” and the value of the archetype in plotting and characterization—as well as with pace and speed and leveling what she terms writing’s “speedbumps.”
- A clear and concise handbook that deals with common problems in grammar, usage, punctuation, and style—the kind of problems that often trouble even wordsmiths. The handbook also debunks pesky language “rules” that are actually myths.

*The Book on Writing* is one-stop shopping for writers. Read it once, and you'll be a better writer. Read it often, and you'll be among the best.



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