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By Roy Peter Clark

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America's most influential writing teacher offers an engaging and practical guide to effective short-form writing. In *HOW TO WRITE SHORT*, Roy Peter Clark turns his attention to the art of painting a thousand pictures with just a few words. Short forms of writing have always existed—from ship logs and telegrams to prayers and haikus. But in this ever-changing Internet age, short-form writing has become an essential skill. Clark covers how to write effective and powerful titles, headlines, essays, sales pitches, Tweets, letters, and even self-descriptions for online dating services. With examples from the long tradition of short-form writing in Western culture, *HOW TO WRITE SHORT* guides writers to crafting brilliant prose, even in 140 characters.

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