

In print since 1948, this style guide has been loved and endorsed throughout the decades by the likes of Bill Bryson, Lynne Truss, David Crystal, Harold Evans, and Winston Churchill. Be short, be simple, be human. When Sir Ernest Gowers first wrote Plain Words, it was intended simply as a guide to the proper use of English for the Civil Service. Within a year, however, its humor, charm, and authority had made it a bestseller. Since then it has never been out of print. Six decades on, writer Rebecca Gowers has created a new edition of this now-classic work that both revises and celebrates her great-grandfather's original. Plain Words has been updated to reflect numerous changes in English usage, yet Sir Ernest's distinctive, witty voice is undimmed. And his message remains vital: our writing should be as clear and comprehensible as possible, avoiding superfluous words and clichés from the jargon of commercialese to the murky euphemisms of politicians. In a new preface, this edition draws on an extensive private archive, previously hidden away in family cupboards and attics, to tell the story behind a book that has become an institution: the essential guide to making yourself understood.

Eclair, Blue Marble Health: An Innovative Plan to Fight Diseases of the Poor amid Wealth, DASH Diet Cookbook: Blood Pressure Solution - 100 DASH Diet Recipes, Approaches to Teaching the Plays of August Wilson (Approaches to Teaching World Literature), Rivers (Your Local Area), The European Archaeologist: 1 - 21a: 1993 - 2004, Gore Hounds, Never Light a Match in the Outhouse: Funny Stories from Cottage Country, Public Speaking in a Multicultural Society: The Essentials,

Plain words: a guide to the use of English / Ernest Gowers ; revised and updated by pages, , English, Book; Illustrated, 84 & Possibly online. Racism. Plain words: a guide to the use of English. Front Cover. Ernest Gowers, Sir Ernest Gowers. H. M. Stationery Off., - English language - 94 pages.

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'Be short, be simple, be human.' When Sir Ernest Gowers first wrote Plain Words, it was intended simply as a guide to the proper use of English. Results 1 - 30 of 36 Plain Words a Guide to the Use of English by Sir Ernest Gowers and a great selection of similar Used, New and Collectible Books available. Presents a fresh edition Plain Words, that was intended simply as a guide to the proper use of English for the Civil Service. This guide reflects numerous. The Complete Plain Words, titled simply Plain Words in its revision, is a style guide written Plain Words () and ABC of Plain Words (). The aim of the book is to help officials in their use of English as a tool of their trade.

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