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The Art Of Writing

Microstyle: The Art of Writing Little is a book by Christopher Johnson, aka The Name Inspector. It's a field guide for the age of the incredible shrinking message, published by W.W. Norton & Company .

Microstyle: The Art of Writing Little

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we (mostly) read and write today.

Amazon.com: Microstyle: The Art of Writing Little ...

Microstyle: The Art of Writing Little, is a work of pop linguistics—it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory. But it does so with intelligence and friendly wit. Mr. Johnson's point is that words are for

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wooning, in ways both personal and professional, and his own prose is sociable enough to underscore that point and spritz it with a bit of sophisticated perfume.

Microstyle: The Art of Writing Little by Christopher ...

Christopher Johnson's Microstyle: The Art of Writing Little is more than a style guide for the post-Twitter age but a guide on branding, blurbs, and compression writing in general. This is a very useful introduction to the art of small writing, and the skills necessary in order to do this effectively.

Microstyle: The Art of Writing Little by Christopher Johnson

Microstyle : The Art of Writing Little, Paperback by Johnson, Christopher, ISBN 039334181X, ISBN-13 9780393341812, Brand New, Free shipping in the US A

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branding consultant explains how to craft miniature messages such as headlines, titles, sound bites, brand names, domain names and slogans that grab attention, communicate effectively and stick in the mind, focusing each chapter on a particular ...

Microstyle : The Art of Writing Little by Christopher ...

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we (mostly) read and write today.

Amazon.com: Microstyle: The Art of Writing Little eBook ...

Microstyle NPR coverage of Microstyle: The Art of Writing Little by Christopher Johnson. News, author interviews, critics' picks and more.

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Microstyle : NPR

Microstyle (or micromessages) is all about grabbing the attention for a moment and communicating something quickly. It's how we (mostly) read and write today.

Amazon.com: Customer reviews:

Microstyle: The Art of ...

His book, *Microstyle: The Art of Writing Little* is about micromessages; namely, messages encapsulated in a word, phrase, short sentence or, in the case of a tweet, 140 characters. Whether or not you're a writer, you'll get a lot from this book.

Microstyle: The Art of Writing Little - WriteDirections.com

Neologism is the ultimate in microstyle, because it involves poking around under the hood of words and tinkering with their internal structure.

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Microstyle: The Art of Writing Little

(Book Excerpt ...

Microstyle in UI: A Twitter case study

Author: Christopher Johnson | Filed under:

Copywriting , Grammar , Microcontent ,

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Microvoice

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Amazon.com: Customer reviews:

Microstyle: The Art of ...

Microstyle: The Art of Writing Little is a book by Christopher Johnson, aka The Name Inspector. It's a field guide for the age of the incredible shrinking message, published by W.W. Norton & Company .

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Microstyle: The Art of Writing Little »
Reviews

Microstyle frees writers up to explore and develop their own writing styles for audiences with shorter, more intense attention spans. I wish the book delved further into how to artfully respond to short writing styles through social media. Perhaps that's the sequel.

Microstyle: The Art Of Writing Little:
Johnson ...

I'm excited to be part of the speaker lineup for the Seattle Interactive Conference, taking place November 2-3 at the Conference Center of the Washington State Convention Center. The conference explores "technology, creativity, and emergent trends", and apparently aims to become a sort of SXSW of the Pacific NW.

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Microstyle: The Art of Writing Little »
Copywriting

Microstyle: The Art of Writing Little is a field guide for the age of the incredible shrinking message.. Some of the most important verbal messages we craft are also the shortest: headlines, titles, sound bites, brand names, domain names, slogans, taglines, company mantras, bullet points, tweets, Facebook status updates.

Microstyle: The Art of Writing Little »
Book

In no time you'll be coining witty epigrams, imagining unforgettable brands, or crafting a distinctive identity.,
Microstyle: The Art of Writing Little, is a work of pop linguistics it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory.

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Microstyle : The Art of Writing Little by Christopher ...

Microstyle is the style of the micromessage: the headline, the slogan, the tweet. Big Style has governed formal writing since the advent of printing.

Microstyle is really the old oral style of proverbs, aphorisms and epigrams. But with electronic media and the attention economy, microstyle has found a new lease of life.

Microstyle: The Art of Writing Little: Amazon.co.uk ...

Microstyle: The Art of Writing Little, is a work of pop linguistics—it synthesizes a wide range of current thinking from recent books about grammar, branding, cognitive science and Web theory. But it does so with intelligence and friendly wit. Mr. Johnson's point is that words are for

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wooning, in ways both personal and professional, and his own prose is sociable enough to underscore that point and spritz it with a bit of sophisticated perfume.

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