



The Craft of Professional Writing, Second Edition

A Guide for Amateur and Professional Writers

By Michael S. Malone

Pub Date: 16 July 2024

Binding: Hardback

Price: £55.00 / \$70.00
\$70.00

ISBN: 9781839992100

Extent: 356 pages

Size: 140 x 216 mm /
5.5 x 8.5 inches

BISAC CATEGORY: LANGUAGE ARTS &
DISCIPLINES / Style Manuals LANGUAGE ARTS
& DISCIPLINES / Writing / General, STUDY
AIDS / General

BISAC CODE: LAN028000

BIC CODE: GT

RIGHTS

Exclusive: WORLD

The most complete manual ever written to master the art of writing in every professional setting.

The Craft of Professional Writing, 2nd edition, is the most complete manual ever written for every form of professional (and professional quality) writing. Its chapters range from toasts and captions to every form of journalism to novel writing, book authorship, and screenplays. The book offers techniques for the writing of each form, sample templates, and the advice on navigating a career in each writing field, including public relations and commercial writing, journalism in all media, and self-employment as a freelancer. It also offers sections on the tools of writing, including pacing, editing, pitching, invoicing, and managing the highs and lows of the different writing careers.

Key selling points

Comprehensive – the most complete work in the field

Templates for every writing format; perfect reference book for professionals

Career development – strategies for advancement and career business management

Author is veteran writer with experience in every field at the national and international levels

Contents

Introduction; Introduction to the 2nd Edition; Part One: Basics; 1. Gathering Information; 2. Words, Sentences, and Paragraphs; 3. Narrative and Composition; Part Two: Corporate Careers and Disciplines; 4. Publicist; 5. Advertising Copywriter; 6. Speechwriter; 7. Technical Writer; Part Three: Writing Careers in Media; 8. Blogger and Podcaster; 9. News Reporter; 10. Critic; 11. Essayist; 12. Nonfiction Book Author; 13. Television and Radio News Reporter; 14. Screenwriter and Playwright; 15. Fiction Writer and Novelist; 16. Academic Writing; 17. Miscellaneous Writing; Part Four: The Work of Professional Writing; 18. Pitching; 19. Editing; 20. Rejection; 21. A Writer's Life; Further Reading; Suggested Assignments; Index

About the Author(s) / Editor(s)

Michael S. Malone is Dean's Professor of Professional Writing at Santa Clara University and Distinguished Friend of Oxford University. He is one of the world's best-known technology writers.

Ordering in North America, Latin America and Caribbean	Ordering in the UK/Rest of the World	Ordering in Australia
Ingram Publishers Services (US) 1 Ingram Blvd. Mail stop #512 Laverne, TN 37086, United States Tel: +1 866 400 5351 ips@ingramcontent.com	Ingram Publishers Services (UK) 1 Deltic Avenue, Rooksley Milton Keynes, MK13 8LD United Kingdom Tel: +44 (0) 1752 202300 Fax: 01752 202330 IPSUK.Orders@ingramcontent.com	NewSouth Books C/O Alliance Distribution Services (ADS) 9 Pioneer Avenue Tuggerah 2259 NSW, Australia Tel: +61 (02) 4390 1300 Fax: +1800-66-44-77 adscs@alliancedist.com.au

75-76 Blackfriars Road | London SE1 8HA | United Kingdom | Tel: +44 (0)20 7193 7371
244 Madison Ave. #116 | New York | NY 10016 | United States | Tel: +1 646 736 7908