



### The Craft of Professional Writing, Second Edition

A Guide for Amateur and Professional Writers

By Michael S. Malone

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The Craft of Professional Writing, 2nd edition is the most complete manual ever written for every form of professional (and professional quality) writing. Its chapter ranges 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

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

#### 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 business and technology journalists. In the course of his 40-year career he has produced, at the national and international levels, almost every form of professional writing, both non-fiction and fiction.

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