

CONTENTS

<i>Preface</i>	iv
CHAPTER 1 Action	1
CHAPTER 2 Attention	21
CHAPTER 3 Voice	35
CHAPTER 4 <i>Skotison!</i>	56
CHAPTER 5 Business Prose	68
CHAPTER 6 Professional Prose	87
CHAPTER 7 Electronic Prose	111
CHAPTER 8 Why Bother?	124
APPENDIX <i>Terms</i>	135
EXERCISES	147
<i>Index</i>	165