

The Pro's English: A Guide for Meeting the Highest Standards of Word Usage

Joseph D. Keefer Ph.D.



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The Pro's English: A Guide for Meeting the Highest Standards of Word Usage Joseph D. Keefer Ph.D. "The Pro's English" is designed to be used by professionals in various fields who need to meet the highest standards of word usage. The book will help professional writers and editors as well as other professionals who write extensively in their work–people such as lawyers, educators, scientists, and analysts in business and government. The book also will help students who aspire to work in writing-intensive fields. "The Pro's English" is not designed to be a comprehensive English usage handbook. Instead, the author of "The Pro's English" wanted to produce a book that offers guidance on how to use those words and expressions that are most likely to cause trouble for well-educated people. The author wanted to produce a concise, wellorganized book that could be easily read cover-to-cover and then used as a reference work. The author wanted to produce a book that would be studied–not merely consulted–because a reference work cannot help people who "don't know that they don't know." Also, the author wanted to produce a book that enables people to distinguish between word usage that is inappropriate and word usage that is merely inadvisable, with "inappropriate" referring to usage not accepted by "Webster's New World College Dictionary," the official dictionary of The Associated Press.

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