



# **Zippy Writing: How To Use English Correctly, Clearly and Concisely**

*Joseph D. Keefer Ph.D.*

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Zippy Writing, a concise and easy-to-use book, helps students and professionals in writing-intensive fields meet high standards of English usage. Zippy Writing is divided into three sections. Section 1—Using English Correctly—addresses English usage issues that seem to trouble even experienced writers, such as the use of "phony words," the misuse of pronouns and the confusing of certain pairs of sound-alike words. Section 2—Using English Clearly—emphasizes the need to write in active voice, the need to avoid weak verb constructions and the need to avoid disrupting the flow of a sentence. Section 3—Using English Concisely—offers guidance on avoiding the use of wordy phrases and unneeded words.

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