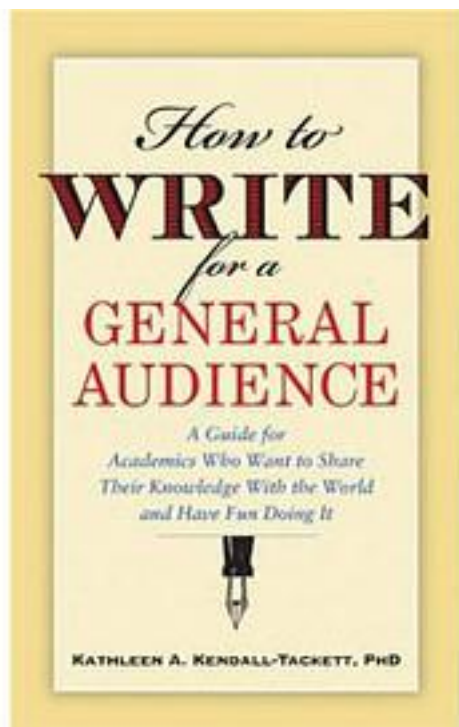


How to Write for a General Audience



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This work shows academics how to communicate their ideas effectively to a wider audience. With humor and personal anecdotes, she provides practical information on coming up with ideas for articles and books, beating procrastination, and writing effective, jargon-free prose. Most academics know little about the business end of publishing. In this book, they'll find helpful tips on locating a publisher, pitching an idea, working with editors, negotiating a book contract, and promoting one's finished product.

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