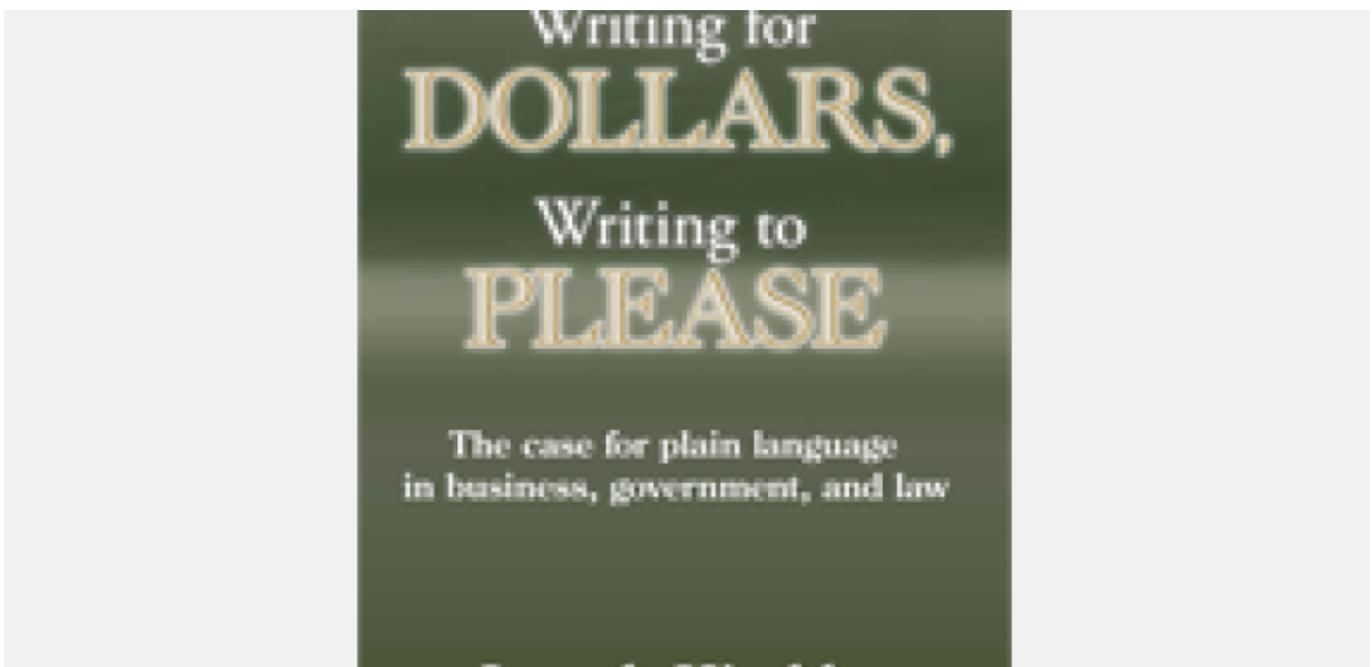


# **Book: Writing for Dollars, Writing to Please The Case for Plain Language in Business, Government, and Law (Kimble 2012)**



This book collects the empirical evidence supporting the value of plain language in business, government, and law. Professor Kimble summarizes 50 studies (no less) that show using plain language can save organizations and agencies a significant amount of money. The studies also show that plain language serves and satisfies readers in every possible way. When information is in plain language, typical readers have an easier time understanding and following instructions. The benefits are extraordinary. The book also debunks the ten biggest myths about plain language and outlines the elements of conducting plain language review. The book's call for clarity and simplicity is helpful to everyone who writes for the public—especially to

legal writer. In fact, the study included 15 case studies involving a review of legal documents.

The book's distinctive style and lively writing makes it a pleasure to read. The book is available at <http://www.cap-press.com/isbn/9781611631913>.

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