



The Writer's Rules: The Power Of Positive Prose-- how To Create It And Get It Published

Helen G. Brown

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Helen Gurley Brown is the original *Cosmo* girl: a savvy, attractive woman with a clear idea of what she wants and the confidence she'll get it. With an unstoppable combination of charm and ever-more-effective communication skills, she rose steadily from ad-agency secretary to sought-after copywriter to bestselling author and Editor-in-Chief of *Cosmopolitan* -- the world's largest-circulation young women's magazine. Every aspect of her career has had to do with communicating by words. In her decades as a publishing superstar, she has assigned and edited thousands of pieces by writers of all kinds, from seasoned professionals who needed just a little help with polishing their words to talented beginners with a good idea but not much experience. She gave them all the same straightforward advice -- and now she shares it with everyone who wants to write clear, effective, colorful, *memorable* prose.

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