



The Elements of Internet Style: The New Rules of Creating Valuable Content for Today's Readers

Editors of Eei Press

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Learn the rules of today's tech-driven publishing landscape! *The Elements of Internet Style* is the first guide to embrace the new reality of creating content in the electronic age. It is packed with the tools to reach and engage today's too-busy, too-skeptical, too-distractible readers. Read this book, and understand the trend toward greater and greater informality. Then discover the effects of this trend on punctuation and capitalization, new words, usage, the methods for making language decisions when there is no clear authority, as well as the mounting need for built-in accessibility, comprehension aids, and navigation tools in every written document and on every web page. Chapters cover new technologies, new audience expectations, formatting, readability, and flow, and much more. *The Elements of Internet Style* is a must-have for everyone who cares about delivering information to readers online, in print, and everywhere else.

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