



Spunk & Bite: A Writer's Guide to Bold, Contemporary Style

By Arthur Plotnik

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Today's writer needs more than just a solid knowledge of usage and composition to write successfully. Bestselling author Arthur Plotnik reveals the secrets to attention-grabbing, unforgettable writing, in this trade paperback edition.

Updated with all-new writing exercises, Spunk & Bite will help writers take books, articles, business reports, memos, and even social-media posts to the next level.

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Spunk & Bite: A Writer's Guide to Bold, Contemporary Style By Arthur Plotnik Bibliography

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Editorial Review

From [Booklist](#)

Plotnik, author of the well-respected *Elements of Editing* (1982), takes on the venerable duo of Strunk and White in this peppery guide to vibrant writing. Implying that Strunk and White's revered *Elements of Style* might be a little stodgy in its prescriptive approach to language, Plotnik advocates that writers judiciously bend the rules, "drawing on all levels of language to animate expression." To that end, he devotes 31 chapters to detailed analyses of the factors that make language sing. He is especially adept at providing exactly the right felicitous quotation to make his point and draws from a wide variety of writers. In discussing onomatopoeia, for example, he cites the "THROCK" and "SPLOOSH" of graphic novelist Mike Allred and also excerpts comedic writer James Thurber, who long ago was writing about tires that "booped and whooshed." In addition, Plotnik addresses such practical topics as the question of audience, providing a pocket guide to the different generations and their wildly varying approaches to the written word. Moving seamlessly between instruction and quotation, Plotnik's work makes for addictive reading for both aspiring and veteran writers. *Joanne Wilkinson*

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Review

"...delivers what it advertises: a kick in the pants toward bold, contemporary style. . . . This will be the best ten bucks you've ever spent. . . . 5 of 5 stars" ---Jules L., 15 Nov., 2009 --Go, Go, Gatsby ([gogogatsby.com](#))

"[A] book filled with wise advice, many belly laughs, and much inspiration. I re-read it from front to back at least once a year--and I dip into its pages from time to time as a way of recharging my writing batteries. - "The Five Best Writing Books No One Ever Told You About," Daphne Gray-Grant, July 2, 2013, *Ragan's PR Daily: Europe*

"[L]oving language doesn't mean we always understand how particular words or expressions work their magic. Personally, I really love it when someone like Plotnik can break it down for me, help me look under the hood to see how that writer I so admire has done it." ---Nancy Wick, *The Editor's POV*, Jan. 6, 2011

During my often misspent days at St. Edward High School, how I wished I had someone like Arthur Plotnik to spice my daily diet of *Warriner's English Grammar and Composition*, . . . I'm just glad I discovered *Spunk & Bite* after its debut less than a decade ago. -J. F. McKenna, *Cleveland Business Review*, July 2, 2015 [clevelandbusinessreview.org/2015/07/02/the-art-of-messaging-today/#comment-10113](#)

Billy Collins, former American Poet Laureate

A must for every writer's desk.

Richard Lederer, co-author of *The Write Way* and *Comma Sense*

...Plotnik not only knows how to write about spunk and bite. He writes with spunk and bite. So will you, if you take in the wisdom of his colorful, learned, and caring advice.

Andrea J. Sutcliffe, editor, *The New York Public Library Writer's Guide to Style and Usage*

Spunk & Bite belongs next to Strunk and White on every writer's desk.

Poynter Online - (Chip Scanlan, "Chip on Your Shoulder"), March 6, 2006

Instead of rules, *Spunk & Bite* offers choices bolstered with real-world examples. . . . Plotnik . . . zooms in close, helping writers deconstruct their prose from the ground floor -- word to clause to sentence -- up to paragraphs and chapters to our Holy Grail, a finished piece of writing. . . . Unlike Strunk & White's catalogue of abstractions and rhetorical ruler slaps, Plotnik's *Spunk & Bite* is refreshingly concrete. Its author know his linguistic stuff and so can you.

College and Research Library News - March 2006 (George Eberhart)

[A] bookful of remedies for literary listlessness, sprinkled with examples of ringing prose penned by wordsmiths from Poe to Proulx. Plotnik rips past the rigid rules of Strunk and White's 1959 *Elements of Style* and calls on writers to invigorate stodgy phrasings and pallid diction with freshness, texture, force, and form. Each chapter contains apt advice on what to avoid (actionless action, wandering modifiers, exhausted adverbs) and what to emulate (over-the-top tropes, killer megaphors, enallage, foreignisms, nuanced semicolons, edgy style). An energetic and entertaining read for cramped writers.

Review

. . . I found the book a hoot to read and at the same time a very smart guide to all aspects of penning a superb paragraph. At the end, his chapter called "Butterflies in the Killing Fields" is worth the price of admission

Users Review

From reader reviews:

Sharon Stennis:

Reading a e-book tends to be new life style in this particular era globalization. With reading you can get a lot of information that can give you benefit in your life. Along with book everyone in this world can easily share their idea. Books can also inspire a lot of people. A lot of author can inspire their reader with their story as well as their experience. Not only the storyplot that share in the guides. But also they write about the information about something that you need illustration. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors nowadays always try to improve their skill in writing, they also doing some analysis before they write to the book. One of them is this Spunk & Bite: A Writer's Guide to Bold, Contemporary Style.

James Vera:

The particular book Spunk & Bite: A Writer's Guide to Bold, Contemporary Style has a lot info on it. So when you check out this book you can get a lot of gain. The book was published by the very famous author. Mcdougal makes some research just before write this book. This kind of book very easy to read you can obtain the point easily after looking over this book.

Ruth Westlund:

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April Baker:

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