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More than ever there's a need for writers and editors to understand how best to apply plain English concepts. In this new edition of the Oxford Guide to Plain English Martin Cutts sets out an excellent approach to doing just that. It is an essential reference book for anyone interested in plain English.

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Martin Cutts conceived and co-founded the Plain English Campaign in 1979. In 1989, he formed Words at Work, a firm which last year ran 140 courses in writing skills for government and business. Currently he runs the Plain Language Commission which conducts research in the field, particularly plain law.

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Martin Cutts, co-founder of the Plain English Campaign, published this book as 'The Plain English Guide' in 1996. By the time I first bought it, it was in its third edition. Since then, it's doubled in size but not in price. Its guidelines have been re-organised into 30 chapters, starting with the key techniques.

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