



## Medical Scientific Writing (Paperback)

By Nandita Keshavan

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Having a good balance of evidence and persuasive elements is essential to good writing. Persuasive elements include most aspects of the writing from facts to literary style and thus must be considered carefully. This book is intended for people who are interested in knowing more about persuasive technical writing and people who would like to improve their skills in this field. The main content of the book covers audience and literary style, the importance of planning and article structure, how to build a complete article from a plan and persuasive and engaging elements. The final section of the book cites examples of articles, directly comparing less engaging to more engaging and direct versions. Readers are encouraged to write their own comments on the methods recommended and practice writing themselves.



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