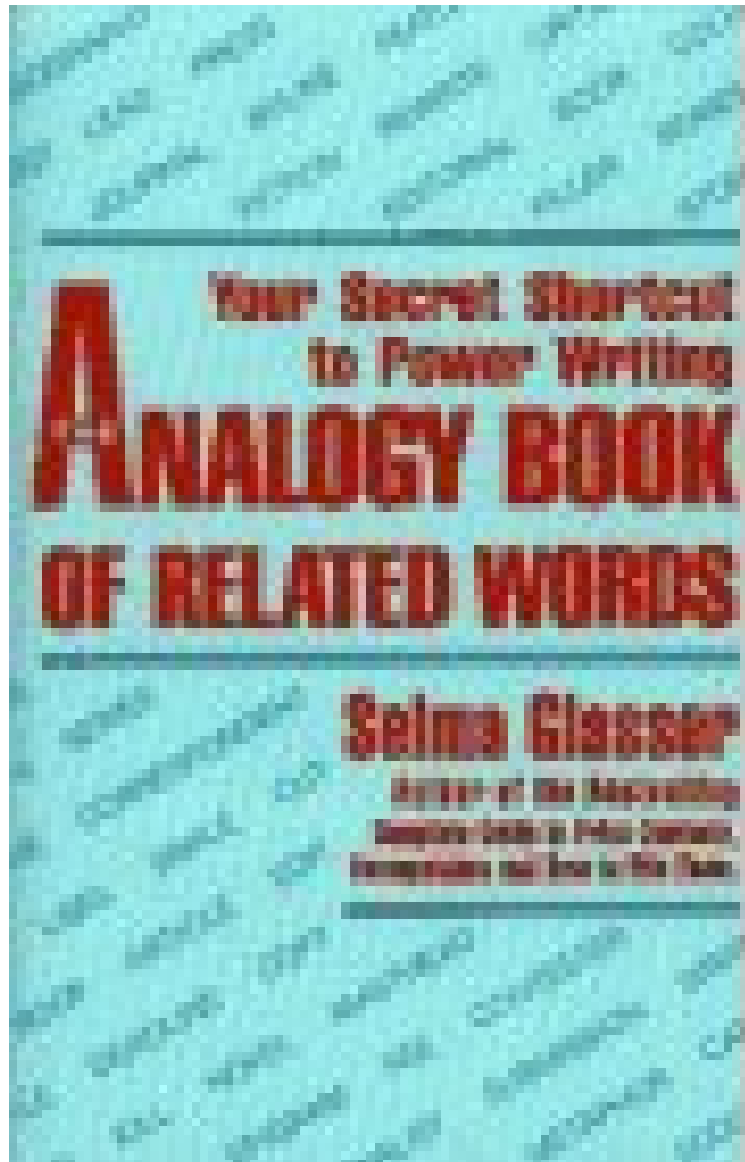


The Analogy Book of Related Words: Your Secret Shortcut to Power Writing

Selma Glasser

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This is a unique "word-storming" partner. An invaluable aid for creating powerful prose and generating dynamic ideas.

The Analogy Book of Related Words is a helpful tool for creating analogies and metaphors. It will assist you in describing a subject about which you are writing in terms borrowed from an entirely different field. -- In the Company of Poets, December 1991 A rather unusual book, this, and one that probably deserves space on an author's or editor's bookshelf right next to another "crutch", Roget's Thesaurus. But instead of suggesting other, more precise alternates for any given word, this volume presents a table of interrelated words gathered under some 78 themes. The idea is to create analogies by picking from the interrelated words and thereby avoiding the dreaded mixed metaphors. Less experienced writers may well find this a single-stage booster that can put their advertising copy writing or contest slogan writing into orbit. It cries out to be made into a desk accessory one might access from a computer's word processor. -- Publishers Marketing Association's (PMA) newsletter, July 1990 A word-storming partner and idea generator. -- Freelance Writer's Report, February 1991 A writer's best friend. This reference contains 78 lists of related words with examples of how to use them. A wide range of topics, from "animals" and "art" to "writing" and "zodiac," serve as idea stimulators to use in creating analogies, slogans, humor, fictional characterizations and the kinds of phrases that make powerful prose. -- Senior Writers Network News, January 1991 Analogies are everywhere. They spring up like weeds and flourish in the fertile ground of presidential speeches, advertising copy and epigrams. They help us frame many expressions in our daily speech. By helping us express concepts more vividly, analogies do indeed represent "shortcuts to power writing." This unique reference tool helps all word spinners create analogies and pep up their prose. This is a book that will appeal to all word-lovers, but it has special relevance for those who rely on effective or persuasive communications for their livelihood - freelance writers, speakers, publicity professionals, advertising copywriters, ministers, teachers and even novelists. Word warriors of every persuasion will want to add this to their arsenals. -- Writer's Digest Book Club Bulletin For writers I'll recommend Selma Glasser's short book with a long title. Glasser's simple idea will save writers hours of searching books and their brains for families of words. Anyone who likes to use puns, analogies and extended metaphors will appreciate this book. -- Let's say you're writing a direct-mail promotion for a hospital's new post-operative-care program, and you want to pepper it with medical expressions. You've got the headline. Now you need ammunition for the rest of the copy. This book gives lists of related words for 78 categories. For copy writing and clever lead-writing, the lists of words and phrases may keep your metaphors from mixing. For example, the "Medical and Health" list gives no less than 300 words. -- In House Graphics While not a dictionary, this guide will certainly help anyone who wants access to related words when writing stories, news releases, or advertising copy. Included are 78 lists, ranging from words about acting, animals, art, boxing, building and children to words about love and marriage, magic and mystery, mathematics, politics, religion, space, taxes, tools and weather. This book would be a real time-saver for anyone trying to compose an analogy. -- Books for the Trade, October 1990 From the Publisher Publisher Marilyn Ross with Communication Creativity Just as the computer revolutionized the way writers approach their craft, this book offers a unique formula for success. The secret weapon revealed here belongs in the arsenal of every writer, public speaker, and ad copywriter. Freelancers, novelists, educators, trainers, ministers, entertainers, public officials, any intellectual - will find this anthology of terms and examples refreshing and useful. It shows how to add pizzazz to the written and spoken word. It is invaluable for those who originate advertising copy or are charged with composing convincingly written promotional material. Copywriters can employ this to give their work added zest, style and momentum. Savvy contesters long ago discovered using this system allows them to outfox and outflank the competition - and capture top prizes. Within these pages, they'll find fresh idea starters and illustrated examples to spur their creativity. From the Back Cover The key word formula in The Analogy Book of Related Words serves as an easy, yet dynamic idea generator. It practically coaxes words onto paper. The secret weapon revealed here belongs in the arsenal of every successful writer and speaker. It will put pizzazz in your message - give it new sparkle, variety, and energy. Seventy-eight lists of related words . . . plus examples on how to use them. You'll find winning contest entries, PR slogans, fictional characterizations, humorous quips, and appropriate phrases. At last, there is a common-sense device to put the winning technique of analogy at your fingertips. This exceptional communication tool will make your writing job easier, more fun and more profitable!