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Simple: Developing Effective Print Materials for Low-Literacy Audiences” which served as a trans-NIH resource dedicated to the subject of health literacy. “Clear & Simple” outlines a process for developing communications materials for people with limited-literacy skills.

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techniques, but by an attitude toward writing.

Clear and simple as the truth The concept of style

Marla Dee has brought together the systems, knowledge, tools and understanding, injected that with her unique philosophy of care, strength and

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hope, to create a one-of-a-kind experience. In doing so, Clear & SIMPLE training sets an unrivaled standard for professional organizers seeking their best vehicle to success.

Clear & Simple|Organizing Made Simple

In the first half of "Clear and Simple",

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the authors introduce a range of styles - reflexive, practical, plain, contemplative, romantic, prophetic, and others - contrasting them to classic style. Its principles are simple: The writer adopts the pose that the motive is truth, the purpose is presentation, the reader is an intellectual equal, and the occasion is informal.

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