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| 1. Record Nr. | UNINA990009378290403321 |
| Titolo | Atlas stéréotaxique du cerveau de babouin : (papiro papio) / D. Riche ...
[et al.] |
| Pubbl/distr/stampa | Paris : Éditions du Centre national de la recherche scientifique, 1968 |
| Descrizione fisica | 209 p. : ill., 120 fig. ; 23x29 cm |
| Disciplina | 599.82 |
| Locazione | DMVSF |
| Collocazione | IIIc C 158 |
| Lingua di pubblicazione | Francese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| 2. Record Nr. | UNINA9910460063103321 |
| Autore | Davis Carolyn |
| Titolo | How to write persuasively today [[electronic resource] /] / Carolyn Davis |
| Pubbl/distr/stampa | Santa Barbara, Calif., : Greenwood, c2010 |
| ISBN | 1-283-05647-X
1-78034-914-9
0-313-37838-X |
| Descrizione fisica | 1 online resource (162 p.) |
| Collana | Writing today |
| Disciplina | 808/.042071 |
| Soggetti | English language - Rhetoric - Study and teaching
Persuasion (Rhetoric) - Study and teaching
Report writing - Study and teaching
Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | What am I writing? -- Issues and challenges -- Problems and solutions |

- Strategies for success : everything that attracted me to reading reports for school, college, and business I learned by the fourth grade
- Resources for the future.

Sommario/riassunto

Standard five-paragraph essays. Advertising copy. Opinion pieces, articles, sermons, and presentations. Persuasive written communication exists in many forms. And whether you are a student working on a paper, a professional with a business proposal, or a citizen looking to express ideas and views, at some point you must make your case with words. But what makes writing truly persuasive and memorable?
