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Nota di contenuto	Intro -- Contents -- Preface -- The Big Picture -- 1. From Spark to Flame: How to Conceptualize a Magazine -- 2. Who Is Out There? Finding and Understanding Audiences -- 3. Hocus Focus: The Magic of a Clear Mission -- 4. Freedom and Responsibility: The Law and What to Do About It -- 5. Does Write Make Right? The Ethics of Editing -- The Big Questions -- 6. The Plan's the Thing: Planning Issues and Working with Writers -- 7. Hands Off! First, Make Sure It Makes Sense -- 8. Editorial Muscle: Checking an Article's Fit and Tone -- 9. Beginnings, Endings, and All that Comes Between: Structure, Leads, and Conclusions -- The Small (but Important) Stuff -- 10. How's That, Again? The Facts of Fact Checking -- 11. Word World: The Joy, Beauty, and Sheer, Staggering Unimaginable Grace of Grammar -- 12. Word World II: The Cutting Edge of Tricky Grammar -- 13. Dots and Squiggles: Spelling, Punctuation, and Other Proofreading Stuff -- 14. The Supporting Cast: The Other Little Things that Editors Do -- 15. The Business of Editing: How to Recognize Success Without Looking Overly Surprised -- 16. Final Thoughts: A Great Job and How to Get It -- Say What? Some Important Terms and What They Mean -- A Brief Bibliography -- Index.
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