



# Writing for Others, Writing for Ourselves: Telling Stories in an Age of Blogging

*Jerry Lanson*

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Using a narrative thread that ties practical advice to his personal experience as reporter, blogger and professor, Jerry Lanson fills his new book on nonfiction writing with time-proven techniques to beat writer's block and hone the skills necessary to write well. Examples from Lanson's own work as well as that of other widely read reporters, bloggers and essayists make *Writing for Others, Writing for Ourselves* a practical guide for writers seeking to perfect their own work. From learning to frame ideas early, to developing the writer's voice, the tips, tricks, and lessons that Lanson shares will enliven any writer's work.

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