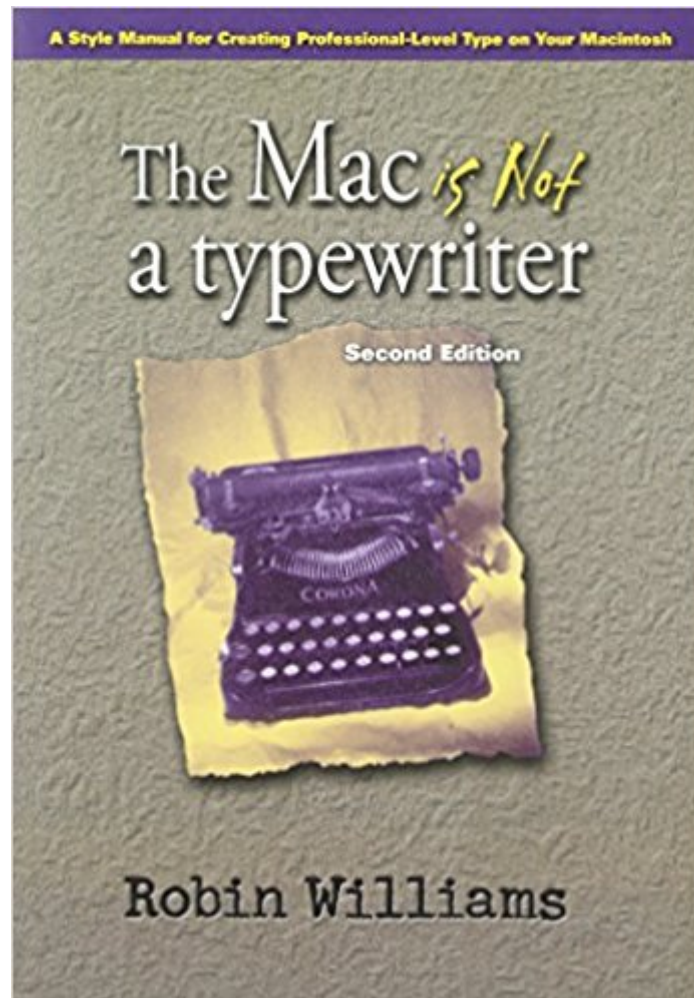




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The Mac Is Not A Typewriter, 2nd Edition



Synopsis

One of the most popular Macintosh books ever written, *The Mac is not a typewriter* has been called the "Strunk and White of typography." Best-selling author Robin Williams's simple, logical principles for using type to produce beautiful, professional documents are as true now as they were when the original edition was published in 1989. This updated edition includes new examples and expanded information dedicated to the practical advice that made the first edition an enduring bestseller.

Throughout, Robin shows you the small details that separate the pros from the amateurs: typographer versus typewriter quotation marks, en and em dashes, tabs and indents, kerning, leading, white space, widows and orphans, and hanging punctuation. If you prepare documents, you'll find *The Mac is not a typewriter, Second Edition* an indispensable guide. And those who read your documents will recognize the work of a pro, even if they don't know a curly quote from curly fries.

Book Information

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Customer Reviews

YA-- Using 19 short lessons, this concise, simple style manual directs a Macintosh user on how to produce professional quality manuscripts. Punctuation and grammar hints are coupled with instructions for manipulating the Mac to the writer's advantage. It is aimed at desktop publishers as well as novice writers seeking a polished look for term papers. Copyright 1991 Cahners Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

One of the most popular Macintosh books ever published, *The Mac is Not a Typewriter* has been referred to as the "Strunk and White of typography." The revised edition continues in the tradition of the original by providing simple, logical principles for using type to produce beautiful, professional documents. It's updated to include a revised chapter on fonts and also reflects changes in software and hardware since the original edition published in 1990. Some topics include: real vs. generic quotation marks, en and em dashes, tabs and indents, kerning, leading, white space, widows and orphans, and hanging punctuation. Anyone who needs to prepare documents for print will find this guide indispensable. It's a primer that novices can pick up quickly, and that pros can keep going back to.

I started using this book when I was writing newsletter content and developing my own print layouts at one time for a dozen clients simultaneously. It helped me create documents that were not only attractive but highly readable as well. Now I recommend it for day-to-day business use. Yes, there is a difference in an email, a report, a blog or a LinkedIn post that follows Mr. Williams' tips for spacing, subheads, font style, white space and quotation marks. As The Ruthless Editor, I know that words count. So does punctuation. But I don't discount the impact of the pleasing use of fonts, bolding, italics and spacing. I have recommended this book to many colleagues and clients, and I will continue to do so.

This book is short, sweet and very user-friendly. Kind of a Strunk's *Elements of Style* for typography. I just self-published my first book and I made all the rookie mistakes. Read this book BEFORE you publish your Great American Novel -- it will save you a lot of re-editing and re-formatting when you're finally ready to push the PUBLISH IT button.

I needed this book for a class I was taking. I realized after buying it that I didn't really need it because the information inside was so basic. If you are pretty advanced with a computer I would say skip out on getting this book. If you are a beginner computer user then this book is a good jumping point. It is very very basic information on how to use a computer (Mac).

I originally bought this book when I got my first Mac in 1991. Back then I used ClarisWorks which it came with for my "desktop publishing". I have been doing some packaging and web design recently and had lost my copy of this book. I decided to order it anew and it is still readable and relevant.

Great book for writing prelims, thesis, papers. I'm in grad school and my advisor kept mentioning all of these arcane rules I've never heard of. Who knew there were three types of dashes? I learned a lot how much presentation matters to your audience. The chapters are super short and most have examples. I was following some of these techniques before reading the book, but this really hammered in why they are important.

The title says it all! This book is essential. I have it by my computer at the ready. The items in this book are not a new wheel but a way to make the current wheel look smarter and sleeker and give you an edge. Order one for yourself at home and perhaps even one for work!

I've been a fan of this book since it first came out, and recently bought a new copy. Its advice on applying time-tested techniques is more applicable today than ever. Everyone who uses modern word processing software, on a Mac or not, should read this. The sad thing is that so much of that software doesn't implement all of this advice for you. (Some does, but they're sadly little used.)

Every computer user should read this book, regardless of their platform. I learned in the early 1980s the then "new" rules for typing with proportionally spaced fonts, real en and em dashes, etc. I still cringe when I see people typing two spaces after a period. Then again, with young people only learning text language, maybe I should be happy to see complete sentences at all, regardless of punctuation.

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