I have just read *In the “I” of the Storm: the Simple Secrets of Writing & Speaking (Almost) like a Professional*. Quite simply, I think it’s terrific.

I found many descriptions and explanations direct and simple enough to use in my classes. Because my students come from incredibly varied backgrounds, I have a huge range of academic preparedness to deal with. So finding quick and simple ways to explain things is crucial.

I am particularly intrigued by the application of journalism principles to business writing.

I found the discussion on prioritizing information especially useful, not only for my unit on organization but also for constructing my own handouts. Perhaps my favorite "nugget" is the notion that although it is appropriate to assume everyone will want to read what you write for creative projects ("creative writing attitude"), for expository writing it is appropriate to assume that *no one will want to read it* ("expository writing attitude"). This discussion about "purpose and interest" is perhaps the best explanation of this vital writing principle that I have ever seen.

I truly enjoyed reading this book. Overall, I find it to be incredibly direct, relevant and, most importantly, useful.

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