

Better Than Great: A Plentitudinous Compendium of Wallopingly Fresh Superlatives



Better Than Great is a unique thesaurus of praise and acclaim, containing humankind's largest gathering of fresh, potent and larky superlatives for anyone struggling to describe extraordinary things or experiences in ways that will do them justice. The English language has thousands of words to praise but cool, good and great have become our default choices. In Better Than Great Arthur Plotnik adds fresh and engaging new words to our vocabulary of praise, sorted into appropriate categories for easy use. As an antidote to dull and, ultimately, devaluing language, Better Than Great restores distinction, persuasiveness and delight to our praise. The book is an entertainment in itself, drawing on all levels of expression and offering bonus lists, quotes, sidebar features and the author's spirited advice and observations on each type of acclaim. Better Than Great draws its terms from slang dictionaries, contemporary writing, specialised glossaries and various quirky sources including the author's right brain. It presents its inventive terms not simply as fixed locutions but as springboards for further creativity. It is the must-have reference for anyone seeking to rise above tired phrases when quality matters. Critics, journalists, novelists, public speakers, sales reps, marketers, bloggers, Twitterers any writer across the digital and literary spectrum will all find ways to recharge their acclamatory powers and the perfect alternatives to those worn-out phrases that are used too often.

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