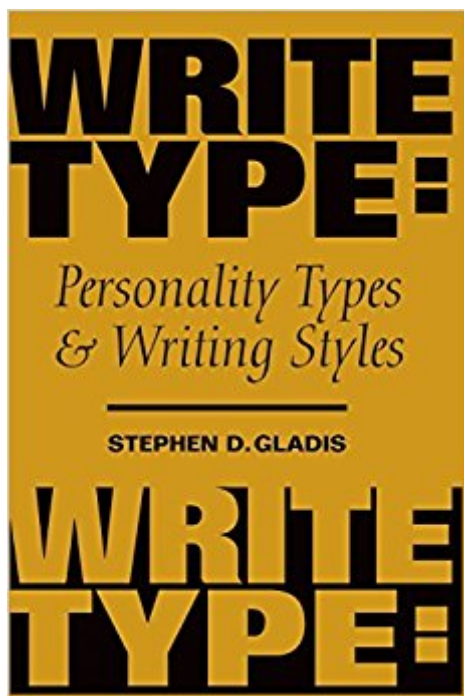


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# WriteType: Personality Types And Writing Styles



## Synopsis

This book outlines the 4 different writing "personality types": the correspondent, the technical writer, the creative writer, and the analytical writer. Readers will learn their own natural type and be better able to flex their writing style to more appropriate WriteTypes as the need calls for them.

## Book Information

Paperback: 144 pages

Publisher: H R D Press; 1 edition (June 1994)

Language: English

ISBN-10: 0874252210

ISBN-13: 978-0874252217

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #966,189 in Books (See Top 100 in Books) #52 in Books > Religion & Spirituality > New Age & Spirituality > Divination > Graphology #61 in Books > Self-Help > Handwriting Analysis #1245 in Books > Reference > Writing, Research & Publishing Guides > Publishing & Books > Authorship

## Customer Reviews

Steve Gladis serves as president and CEO of Steve Gladis Communications (SGC), an executive communications firm focused on helping leaders communicate for success. Offering professional development and training programs, executive coaching and advising, and corporate consulting, SGC abides by one basic value--respect for our clients and our strategic partners. Dr. Gladis has taught hundreds of clients from a host of companies in the Northern Virginia Region, including Cox, Lockheed Martin, SAIC, Anteon, FBI, Justice, DEA, Labor, EPA, The Washington Post, Gannett News, and many others. A former member of the University of Virginia's faculty, Dr. Gladis served as an Associate Dean in the School of Professional Studies and the Director of the University's Northern Virginia Center. In a previous career as an FBI special agent, he taught at the FBI Academy, was the editor of the FBI Law Enforcement Bulletin, and the chief of speechwriting for the director of the FBI, and held a number of both headquarters and field-agent assignments around the country. Dr. Gladis has published numerous magazine and journal articles as well as eleven books; his most recent book is Survival Writing for Business. A regular lecturer and speaker, Dr. Gladis consults with corporations and organizations in the area of training and development. A committed

civic and academic leader, Dr. Gladis serves on the Executive Board of the Fairfax County Chamber of Commerce and the Board of Directors for the Northern Virginia Community Foundation, serves on the School of Professional Studies Advisory Board at the University of Virginia, is chairman emeritus of the Board of Trustees of the Washington Math Science Technology Public Charter High School, and is a former member of the University of Virginia's Faculty Senate. He is also a former U.S. Marine Corps officer and a Vietnam Veteran.

This book is wasting too many pages on introducing Personality Types and other books do that much better. This goes on. Lots of pages are wasted by introducing the concepts of Freewriting, Freelisting (Outlining), Freespeaking (Talk) and Freewebbing (Drawing Mind Maps). As if as writers or editors didn't know about them already. Then another bunch of pages are wasted on giving us imagined sample memo's written by "diverse" Personality Types. There is another problem and that's that this book can't decide which audience it is written for. Is it for you the writer, or for you, who's giving the writer a job in a corporate, that doesn't have "writing" at it's core even (like Television does)? The book can't decide and it's not so much you can see a jumping around of viewpoints, I could almost swallow that, it's a basic conceptual flaw seeping through all the pages. So this book has a split personality not by design but, I guess, because of the inabilities of it's writer. One last flaw is equating Personality Type not so much with process (how one "writes" "conceptualizes") but with content. Thinkers like to write Technical stuff. Oh now really? This is ridiculous! "Luckily" process is being looked at also, but then, why not stick to this more intelligent scheme? To sum this up: If you are a writer and have already explored Personality Types this book is not for you. If you are neither, several others are, but most certainly not this one. Do not buy. It's like a paper from a second year university student.

Arrived in good time. A simple, informative and intelligent overview of Writing Styles. Thank you.

WriteType is a useful application of MBTI personality typing to the work of writing and managing writers. Almost 25 years old, it escapes datedness through the continued popularity of the Myers-Briggs personality framework and the absence of any more recent application of the MBTI to writing. It's worth a quick first read and a place on your desk for later reference. Following a concise description of personality typing, Gladis introduces his classification of writers into Correspondents (SF), Technical Writers (ST), Creative Writers (NF), and Analytical Writers (NT). This scheme structures the rest of the book as the author explores the strengths, weaknesses and preferences of

these four writing types. The book closes with a discussion of how different types of writers work together in teams and how they can best be managed. This book is both well written and well designed. Particularly useful is the one-page "Thumbnail Personality Sketch" that allows readers to quickly estimate their own personality types, making the remainder of the book more relevant and useful. Thoughtfully distilled summary tables emphasize differences between writers in basic approach to writing, use of prewriting techniques, drafting strategies, editing styles, and response to team assignments and feedback. The author's other books on writing, *Survival Writing for Business* and *Manager's Pocket Guide to Effective Writing*, are also recommended. Readers desiring a more detailed, but still informal introduction to personality types will enjoy *People Types & Tiger Stripes*. Readers should be aware that the "Big 5" approach to personality has accrued more research support for employment selection than the MBTI. *The Owner's Manual for Personality at Work* is a readable and nontechnical introduction to this more current view of personality in the work setting.

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