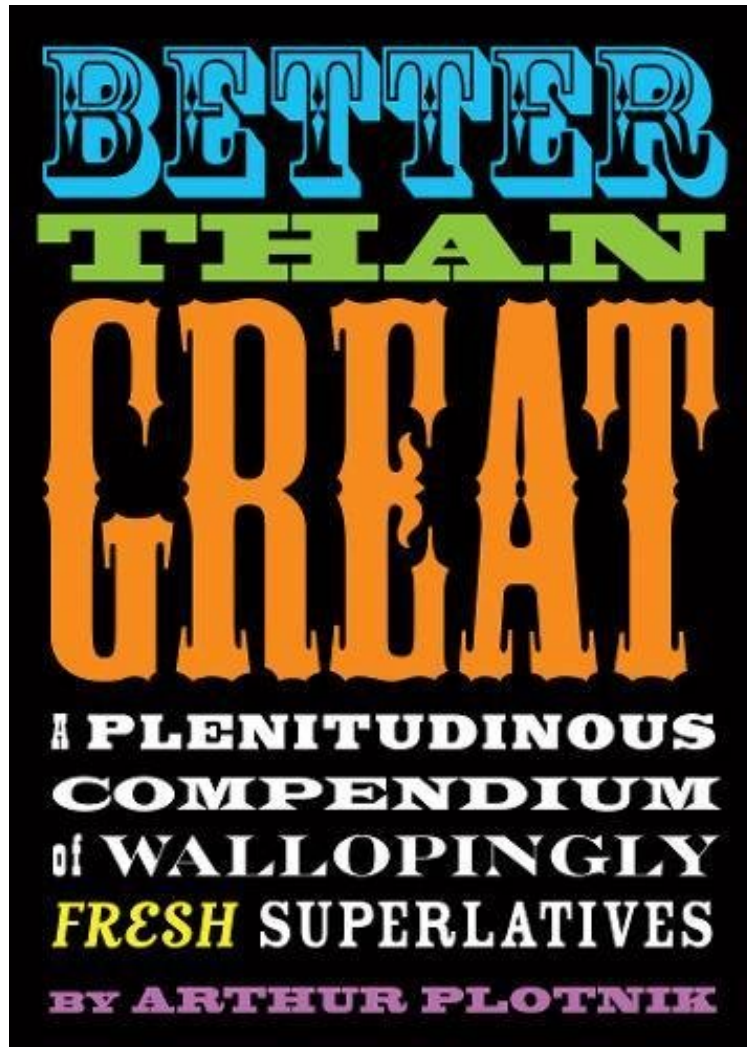


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Better Than Great: A Plenitudinous Compendium of Wallopingly Fresh Superlatives

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Arthur Plotnik : Better Than Great: A Plenitudinous Compendium of Wallopingly Fresh Superlatives before purchasing it in order to gage whether or not it would be worth my time, and all praised Better Than Great: A Plenitudinous Compendium of Wallopingly Fresh Superlatives:

2 of 2 people found the following review helpful. High-fiveably Superb!By Deb GallardoYou may want to permanently shelve your traditional thesaurus. If you're a writer in search of substitutes for over-used words and phrases, then Arthur Plotnik's "Better Than Great: A Plenitudinous Compendium of Wallopingly Fresh Superlatives" is the Swiss-Army-knife for your Macgyver-esque writer's bag of tricks.When the only word that comes immediately

to mind is "GREAT," "HUGE," or "AWESOME," imagine having at your fingertips such alternatives as: monsta!; a leg up on perfect; Mozartian; smack-in-the-glove perfect; tweetworthy; and more. Regardless of your personal writing style, there are turns of phrase here for everyone, from the street-smart coarse to the ten-Ph.D. erudite. What's more, his lists will inspire you to come up with your own brains-into-putty expressions and insights that will send frissons of delight coursing down your word-loving spine. How about: Jayne Mansfield 2.0; lick-her-boots mesmerizing; boop-boop-a-doopa appealing? Or try these on for size: gigabig; incomprehensibly immense; pachydermous? Better still, try some of these modifiers to spiff-up the over-used "awesome": awesome unabridged; giga-awesome; kiss-the-hem-of-its-robe awesome; out-of-the-ballpark awesome. Even these don't begin to tell the whole story. The author provides commentary at the start of each section, as well as synonyms or in-context examples for less-than-familiar expressions. The only down-side is that I wish I'd purchased the paperback version, too. It would be dog-eared, highlighted, underlined and otherwise accoutered with sticky note tabs. On the other hand, there's a lot to be said for being able to search for something without flipping pages. I absolutely must learn how to use the highlight and bookmark functions on my Kindle! If you love words, then this gem of a book is a no-brain inevitability for your shopping cart. Better turn on 1-click. Quick!

2 of 2 people found the following review helpful. Industrial-strength Exceptional

By A reader Arthur Plotnik's latest book for words people, *Better Than Great*, is a sizzling success. Short, punchy and unparalleled, this slender volume is good company for two of his previous writers' necessities, *The Elements of Expression* and *Spunk and Bite*. BTG is meant to be a handy reference to grab when a writer needs an expressive adjective, something other than the used-to-death "great." I wished the announcer on a recently-televised NFL game had had a copy of BTG on hand as he blithely characterized the Packers as "a great team with great owners in a great city with great fans." Although the book is meant for occasional reference, I read it from beginning to end--it's that mesmerizing. The five appendices are an especially fecund resource, notably Appendix 5, which gives us a starter set of alternatives to tired old terms. Among my favorites are: raveworthy, avalanchine, ungluing, gobsmacking and both-barrels mind-blasting. Mr. Plotnik, URTM (per Appendix 2 on texting acclaim: You are the man).

1 of 1 people found the following review helpful. A great reference when you need fast word with bite

By Theppin A great reference when you need fast word with bite. Not for casual reading. Just buy it, go to the TOC, and select the idea you need. Voila! Instant word.

A veritable "tko of terminology," *Better Than Great* is the essential guide for describing the extraordinary -- the must-have reference for anyone wishing to rise above tired superlatives. Deft praise encourages others to feel as we do, share our enthusiasms. It rewards deserving objects of admiration. It persuades people to take certain actions. It sells things. Sadly, in this "age of awesome," our words and phrases of acclaim are exhausted, all but impotent. Even so, we find ourselves defaulting to such habitual choices as "good," "great," and "terrific," or stock synonyms that tumble out of a thesaurus -- "superb," "marvelous," "outstanding," and the like. The piling on of intensifiers such as "totally" only makes matters worse, while negative modifiers ("incredible," "unreal") render our common parlance nearly tragic. Until now. Not to mince words, wunderkind of word-wonks Arthur Plotnik is proffering a well-knit wellspring of worthy and wondrous words to rescue our worn-down usage. Plotnik is both hella AND hecka up to the task of rescuing the English superlative, offering readers the chance never to be at a loss for words of praise and acclamation!

(Starred review) ... zestfully written, this...reviscent, wordy fun is to be read as well as consulted, and what gonzo joy awaits language lovers as Plotnik serves up high-fiveable hot sauce for the brain. --Donna Seaman,--Booklist, April 15, 2011...Whether you use this book... when stuck for a thwackingly good superlative or ... to turbo-charge your vocabulary... you'll find the ... industrial-strength verbal inventiveness that you're seeking.--Chuck Leddy --The Writer magazine, June 2011...well-written, and engaging.... As a reference tool for writers, *Better Than Great* is just that. All readers will ... find it supremely fascinating to learn of the terms to express greatness.--Barry Silverstein --ForeWord, April 4, 2011 An energetic escape from the literary languor that enwrathes writers and speakers addicted to stale adjectives Together with two of his earlier works on writing style . . . *Better Than Great* completes an unmatched triplicity of linguistic perfection. --George Eberhart, College Research Library News, Oct. 2011. "Released last year and written by lexophile Arthur Plotnik, *Better than Great* is a book I have found useful in fixing buzzword bingo. It reads like a funky thesaurus and includes an assortment of over 6000 words and suggestions for describing things pulling from rare gems, vintage gold, and even phrases influenced by hip hop to present a wide range of fresh superlatives. It is both amusing and vocabulary expanding." "Crazy Moon Consulting" I've yet to come across a Plotnik book that fails to offer sagacious advice for us as writers and editors, this one now included." Peter P. Jacobi, Editors Only: The Newsletter of Editorial Achievement "Its difficult to describe how a thesaurus is entertaining, but the author has managed it. From the sheer number of quality adjectives, I imagine I would find one in this terrific scratch that frabjous compendium." Portland Book "This book easily provided the most fun Ive ever had in a thesaurus. To make look-up easy and accessible, Plotnik divides the words into fifteen categories: Great, Sublime, Physically Affecting, Mentally or Emotionally Affecting, Beautiful, Joy-Giving, Large, Exceptional, Intense, Delicious, Trendy, Cool, Wicked Cool, Forceful, and Challenging Belief or Expression. He fronts each chapter with a fun intro that explains the

chapter to follow and offers insight into his choices and how to utilize the book to full impact."Author Culture"One of today's most distinguished writers on language and writing style a freaking genius-god in the writing world." Jessica Page Morrell, Powell's Books Blog"[W]hat could be as fabulous, stupendous, showstopping, socko-boffo and epiphanic as this neatly organized, humorous yet helpful 'acclamatory hoard' of words for praising?"Jim Higgins, Book Editor, Milwaukee Journal Sentinel"Plotnik's "acclamatory hoard" is every bit as entertaining as it is useful. And (to lift one phrase) that ain't exactly chopped herring, considering it gives this critic some 6,000 substitutes for feeble old "amazing" and its ilk." Bruce Ingram, film and entertainment critic, Sun-Times Media/Pioneer Press"Better Than Great is . . . more entertaining and informative than any book of lists has a right to be." Richard Nordquist, About.com/Grammar and Composition". . . a wide range of fresh superlatives in a number of categories, pulling from rare gems and vintage gold all the way through current phrases influenced by hip-hop. . . [T]here are plenty of forms of marketing communications that could use of an injection of less-worn adjectives . . . So for writers of all shapes and sizes Better than Great is indeed just that." Adam Sherk, adamsherk.com, News Media, SEO, PR and social media marketing blog"Do you feel ... sometimes that you're stuck on a couple of words, unable to move beyond them? Well then, we have the book for you!"Robin Young, "Here and Now," WBUR and NPR affiliates, August 11, 2011."Arthur Plotnik is a masterly expert on the use and the writing of the English language . . . a master of superlatives."Milt Rosenberg, "Extension 720," WGN (Chicago), June 26, 2011"Offers an energetic escape from the literary languor that enwrathes writers and speakersTogether with two of his earlier works on writing styleSpunk Bite (2007) and The Elements of Expression, Better Than Great completes an unmatched triplicity of linguistic perfection."College Academic Resources Library"Arthur Plotnik's Better than Great is a bouquet of perfection, a feel-good, all-purpose A-list Angel Cake of big-league tips on how to turn your complimentary powers into blue chip, berserkely good, yowzwers of social and professional opportunity." Alan Kaufman, author of Jew Boy, A Memoir and editor of The Outlaw Bible of American Poetry"AMEN-ASTONISHING!" Billy Collins, former U.S. Poet Laureate"For those who find themselves at a loss for praise-worthy words, feel theres a paucity of acclamatory expressions, or believe we are numbed by the plethora of platitudes that pass for superlatives, Arthur Plotniks new book is better than great; it is iridescently indispensable, a bare-knuckled barrel of berserkley fun words." Phil Cousineau, author of Wordcatcher: An Odyssey into the World of Weird and Wonderful Words"Better than Great comes in the guise of a single-purpose synonym finder. But it's craftier than that. Arthur Plotnik shows us how masterful writers rub words together to make fire." Constance Hale, author of Sin and Syntax"How to describe this book? Choose any term from pages 7 to 30. I'd call it perfection printed and bound." Bryan A. Garner, author of Garner's Modern American Usage"Even I loved Art Plotnik's sublimely subversive exercises in adverbs used audaciously." Dave Kindred, author of Morning Miracle: Inside the Washington Post, and adverbophobiac"Have you used the word 'great' or 'fantastic' or 'awesome' in the last week? Ha! I thought so. Everyone has. And it's getting really really tiresome. In your hands lies a new way of life. Word -adroit Art Plotnik has compiled a collection of hundreds of juicy alternatives to your three favorite superlatives. A feloniously fun bedtime browsing treat, Better Than Great is also an unimpeachably useful daytime reference work. I can't believe I ever got published without it. It is, in a word, ripsniptious! (P.S. Never lend this book to anyone. You will not get it back. That happened to me.)" Rosalie Maggio, author of How to Say It"...a veritable plea to the masses, especially the portion of the masses that makes a habit of critiquing things. And really, who doesn't?" Heidi Stevens, Chicago Tribune, July 16, 2011"...delightful, spankingly amusing... Plotnik presents hundreds of words and phrases that will make any conversation a sojourn through paradise... Terri Schlichenmeyer, Shelf Awareness for Readers, July 15, 2011"Im just back from . . . singing the praises of the 185 Young Writers who participated in the 7th Annual Mill Creek Young Writers Literacy Institute. The teachers LOVED my newest Writers Bookshelf Recommendation: Better Than Great. . . [The book] is just that - a true landfall of bliss for any lover of words."Esther Hershenhorn, author and educator, on Teachingauthors.com, August 3, 2011"If you want to add insane quantities of crackle and sizzle to your writing, look no further than Better Than Great ... a no-holds-barred ... guide for any writer looking to rid themselves forever of the stale, cumbersome baggage of overused and boring superlatives." Julia Tagliere, Buzzle.com, August 3, 2011