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Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence Paperback - July 10 2012 by Lisa Cron (Author) 4.6 out of 5 stars 400 ratings See all formats and editions

LISA CRON is the author of *Wired for Story* and *Story Genius*. Her TEDx talk, *Wired for Story* opened Furman University's 2014 TEDx Conference, *Stories: The Common Thread of Our Humanity*. Lisa

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Lisa Cron is the author of *Wired for Story*, *The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence*. She has also worked as a story consultant, a publishing professional, a writing coach and literary agent. Lisa has always been drawn to the power of story. *Wired for Story* claims to apply neuroscience to the teaching of writing. Each chapter begins with a maxim derived from brain science and then explores its significance for the would-be writer. Unfortunately, that significance always turns out to be one of the old, familiar rules that writing teachers beat to death: hook the reader early, eliminate irrelevancies, and even the dusty one about showing not telling.

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