



The Mac is Not a Typewriter, 2nd Edition

By Robin Williams

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One of the most popular Macintosh books ever written, **The Mac is not a typewriter** has been called the "*Strunk and White* of typography." Best-selling author **Robin Williams**'s simple, logical principles for using type to produce beautiful, professional documents are as true now as they were when the original edition was published in 1989. This updated edition includes new examples and expanded information dedicated to the practical advice that made the first edition an enduring bestseller. Throughout, Robin shows you the small details that separate the pros from the amateurs: typographer versus typewriter quotation marks, en and em dashes, tabs and indents, kerning, leading, white space, widows and orphans, and hanging punctuation. If you prepare documents, you'll find **The Mac is not a typewriter, Second Edition** an indispensable guide. And those who read your documents will recognize the work of a pro, even if they don't know a curly quote from curly fries.

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Editorial Review

From School Library Journal

YA-- Using 19 short lessons, this concise, simple style manual directs a Macintosh user on how to produce professional quality manuscripts. Punctuation and grammar hints are coupled with instructions for manipulating the Mac to the writer's advantage. It is aimed at desktop publishers as well as novice writers seeking a polished look for term papers.

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From the Back Cover

One of the most popular Macintosh books ever published, *The Mac is Not a Typewriter* has been referred to as the "Strunk and White of typography." The revised edition continues in the tradition of the original by providing simple, logical principles for using type to produce beautiful, professional documents. It's updated to include a revised chapter on fonts and also reflects changes in software and hardware since the original edition published in 1990. Some topics include: real vs. generic quotation marks, en and em dashes, tabs and indents, kerning, leading, white space, widows and orphans, and hanging punctuation. Anyone who needs to prepare documents for print will find this guide indispensable. It's a primer that novices can pick up quickly, and that pros can keep going back to.

About the Author

Robin Williams is the author of more than 20 best-selling and award-winning books, including *The Little Mac Book*, *The Non-Designer's Design Book*, *The Non-Designer's Web Book*, and *Robin Williams Design Workshop* and *Web Design Workshop*. Through her writing, teaching, and seminars, Robin has influenced an entire generation of computer users in the areas of design, typography, desktop publishing, the Mac, and the World Wide Web.

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