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October 07th 2010: **THE IMPORTANCE OF THE WRITTEN WORD**

Do you know how many opportunities are lost through poor writing? Elizabeth Danziger, author of *Get To The Point* will talk about the opportunities that are lost because of the inability to write clearly. She will share tips on getting past writer's block, livening up language and resolving questions about grammar and punctuation. Byron Gordon, VP of Social Media Programs, SEO-PR will talk about how the written word as we know it on paper is going to disappear faster than we might think. Can you picture a world without the New York Times (paper edition) as soon as 2015?

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