

Writing Tips from the Civil Side

Robert Dubose

Alexander Dubose Jefferson LLP
rdubose@adjtlaw.com

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The premise:

Since the mid-1990s, reading has
fundamentally changed

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convincing argument, in that as soon as I appeared to speak before this numerous assembly all their countenances were gilded oyer with a lively sparkling pleasantness: you soon welcomed me with so encouraging a look, you spurred me on with so cheerful a hum, that truly in all appearance, you seem now flushed with a good dose of reviving nectar, when as just before you sate drowsy and melancholy, as if you were lately come out of some hermit's cell. But as it is usual, that as soon as the sun peeps from her eastern bed, and draws back the curtains of the darksome night; or as when, after a hard winter, the restorative spring breathes a more enlivening air, nature forthwith changes her apparel, and all things seem to renew their age; so at the first sight of me you all unmask, and appear in more lively colours. That therefore which expert orators can scarce effect by all their little artifice of eloquence, to wit, a raising the attentions of their auditors to a composedness of thought, this a bare look from me has commanded. The reason why I appear in this odd kind of garb, you shall soon be informed of, if for so short a while you will have but the patience to lend me an ear; yet not such a one as you are wont to hearken with to your reverend preachers, but as you listen withal to mountebanks, buffoons, and merry-andrews; in short, such as formerly were fastened to Midas, as a punishment for his affront to the god Pan. For I am now in a humour to act awhile the sophist, yet not of that sort who undertake the drudgery of tyrannizing over school boys, and teach a more than womanish

Web designers have changed text to facilitate screen reading.

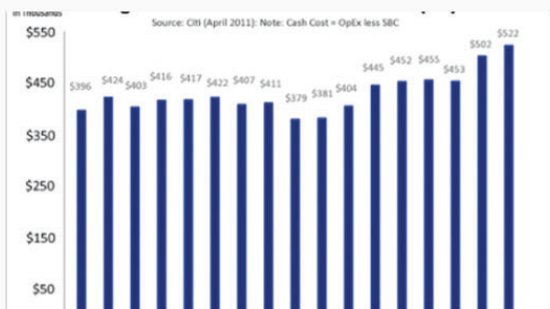


CHART OF THE DAY: Google's Cash Cost Per Employee Hits An All Time High

businessinsider.com • Investors punished Google for last night's earnings performance by knocking the stock down 8% today.

While the earnings results were generally in line, two things spooked Wall Street.

First, Larry Page wasn't particularly warm and fuzzy on the earnings call, and Wall Street analysts love to be massaged.

Second, Wall Street was put off by Google's rising operating expenses brought on by its hiring binge.

In the chart below from Citi analyst Mark Mahaney, who downgraded the stock, you can see that Google's cash cost per employee is the highest it has ever been.

Mahaney writes that, "Given that the company will pay employees more this year, incur greater compensation-related expenses (401K matching, employee taxes, etc.), and is planning to be aggressive in hiring new employees, we would expect ...

How did the biology of giant-sized dinosaurs actu...

io9.com • Tomorrow marks the opening of the American Museum of Natural History's long-awaited dinosaur exhibit, called "The World's Largest Dinosaurs." We talked to curator and paleontologist Mark Norell about the show - and how these super-giant animals ...

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This Is Everything You Missed At Techstars Yesterday

businessinsider.com • Yesterday we watched eleven promising startups demo at New York City's Webster Hall.

We cornered some of them on camera after their presentations and picked our favorites from the bunch. Check it out:

The New York Times

Updated: APRIL 30 at 2:57 PM

Aly Song/Reuters

China Is Set to Reject Trump's Toughest Two Trade Demands

- Beijing sees its economy as robust enough to defy U.S. tariff threats, potentially leaving Washington with no choice but to escalate or back down.
- The hard-line stance comes ahead of talks with the U.S. this week.

59m ago

U.S. Allies Brace for Trade War as Talks on Trump Tariffs Stall

Days before Trump tariffs on steel and aluminum take effect, negotiators for

Emily Najera for The New York Times

Detroit Was Crumbling. Here's How It's Reviving.

- For a while, Detroit was known for vacant, crumbling homes and rock-bottom house prices.
- Last week, The Times visited the city to find further signs of recovery as it moves out from under budgetary oversight.

April 30

People laughed when Detroit's mayor predicted that the city could emerge from active state oversight. On Monday, it happened.

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