



Better Than Great: A Plenitudinous Compendium of Wallopingly Fresh Superlatives

Arthur Plotnik

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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 substitute the weary synonyms that tube our of a thesaurus — superb, marvelous, outstanding, and the like. The piling on of intensifiers such as the now-silly "super," only makes matters worse and negative modifiers render our common parlance nearly tragic. Until now.

Arthur Plotnik, the wunderkind of word-wonks is, without mincing, 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 language and offers readers the chance to never be at a loss for words!

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