This index includes titles of books, articles, and blog posts mentioned or cited. It also includes the odd podcast series, presentation, radio show, speech, or sketch by a British comedy group. If you’re looking for a title and come up dry, you’re my kind of reader. You’ll have scribbled a note on that page and won’t have a lick of trouble finding it again.

“2012 Honda Civic Comes with Ninjas, Zombies, Grammar Problems” (Read), 29 (ftnote #42)

Adventures of Tom Sawyer, The (Twain), 10 (ftnote)

“Alfred Korzybski” (Wikipedia), 14 (ftnote)

Analyzing English Grammar (Klammer, Schulz, and Della Volpe)
adverbs, difficulty classifying from form alone, 192 (ftnote)
auxiliaries as not true verbs, 194 (ftnote), 195 (ftnote #180), 195 (ftnote #182)
prepositions vs. verb particles vs. adverbs, 51
word classification, modern, 61–67 (ftnotes)

“Application of the Principles of Minimalism to the Design of Human-Computer Interfaces, An” (Hackos), 109 (ftnote #126)

“Bad Metaphors from Stupid Student Essays” (MIStupid.com), 79

“Bדליגמייה: The Perfect Rant” (Nordquist), 4 (ftnote)

Better than Great (Plotnik), 44 (ftnote “b”), 172 (ftnote)

“Between Me and You?” (Trenga), 26 (ftnote)

“Brand” (American Marketing Association), 145 (ftnote)

Chicago Manual of Style, The (University of Chicago Press), 35, 37, 86

“Churchill’ on Prepositions” (Brians), 58–59 (ftnote #73)

Clout (Jones), 5 (ftnote #13)

Common Errors in English Usage (Brians), 58 (ftnote #70)

“Commonly Mis-hyphenated Words” (Case Western Reserve University), 38 (ftnote #55)

Content Strategy for the Web (Halvorson), 3

Content Talks podcasts (Halvorson), 150
"Dead Parrot sketch" (Monty Python), 104
Death in the Afternoon (Hemingway), 109 (ftnote #127), 173 (ftnote)
“Defining Content in the Age of Technology” (Bailie), 2 (ftnote #7)
“Design 101: Contrast Makes the Difference” (White), 99 (ftnote #116)
“Designers Respond to Nielsen on Mobile” (Combrinck), 116 (ftnote #141)
“Designing Adaptive Content for a Mobile World” (Rockley), 111 (ftnote #133)
Developing Quality Technical Information (Hargis et al.), 124 (ftnote)
“Dialectics of Sketching, The” (Goldschmidt), 140

Eats, Shoots & Leaves (Truss), 92
Elements of Content Strategy, The (Kissane), 3
Elements of Style, The (Strunk and White)
  beginnings as emphatic, 170 (ftnote)
  endings as emphatic, 71, 74 (ftnote #95)
  related words, keeping together, 93–94
“Ending a Sentence with a Preposition” (Fogarty), 58 (ftnote #71)
“E-Prime” (Wikipedia), 15 (ftnote #29)

“Findability vs. Searchability” (Baker), 183 (ftnote)
“From Web to iPhone to Android to iPad: The iFixit.com Story” (Wiens), 112 (ftnote #135)

Garner’s Modern American Usage (Garner)
  and or but as sentence starter, 197 (ftnote)
  as book for language lovers, 5 (ftnote #15)
  descriptivism vs. prescriptivism, 8 (ftnotes), 9

Garner’s Modern American Usage (continued)
  flabby writing, 13 (ftnote #27), 45 (ftnote “e”)
  hyphens, 33 (ftnote), 36 (ftnote)
  may not vs. might not, 46 (ftnote “g”) only as a frequently misplaced word, 22 (ftnote), 23 (ftnote)
  phrasal verbs, 56 (ftnote #64)
  possessive form with inanimate objects, 97 (ftnote)
  prepositions as sentence endings, 58 (ftnote #69)
  sentence endings as emphatic, 72 (ftnote #89)
  sentence nonstarters, 16 (ftnote)
  singular they, 28 (ftnote #38)
  word-classification complexity, 62 (ftnote #75)

“Generic Singular Pronouns” (Fogarty), 28 (ftnote #40), 28 (ftnote #41)
Grammar Snobs Are Great Big Meanies (Casagrande), 1 (ftnote)

Handbook of Good English, The (Johnson), 35 (ftnote #47), 35 (ftnote #48), 37, 58 (ftnote #68)
“Helping Us Think: The Role of Abstract, Conceptual Models in Strategic Information Architecture” (Ames and Riley), 81 (ftnote #103)
“House’ Calls: The Metaphors of Dr. Gregory House” (Nordquist), 82 (ftnote #105)
“Hyphens with Adjectives” (Watson), 38 (ftnote #54)

“#ICC12: Resizing Content for the Small Screen” (Hoffmann), 107 (ftnote #119), 110 (ftnote #130)
Iliad (Homer), 167
“InDesign ePub Scripts” (Wright), 215 (ftnote #188)
Indexing Books (Mulvany), 184 (ftnote), 215 (ftnote #187)
Marcia Riefer Johnston

Information Architecture for the World Wide Web (Rosenfeld and Morville), 114
Inmates Are Running the Asylum, The (Cooper), 159 (ftnote #168)
“IPT’s Pipe Trades Handbook” (Lee), 117 (images)

“Jabberwocky” (Carroll), 67
Julia Child: A Life (Shapiro), 157–58

Lectures on Rhetoric and Belles Lettres (Blair), 23 (ftnote)
“Less Text, Please” (Johnson), 108 (ftnote #122), 108 (ftnote #123)
Letting Go of the Words (Redish), 159 (ftnote #168)
Liars’ Club, The (Karr), 82–84
Little English Handbook, The (Corbett), 205

“Make a Hash(tag) of Your Tweets” (Johnston), 149 (ftnote #156)
“Making Peace in the Language Wars” ( Garner), 8
Managing Enterprise Content (Rockley and Cooper), 3 (ftnote #10), 3 (ftnote #11), 111 (ftnote #133)
Manuscript & Proof (Benbow), 38 (ftnote #56)
“Marketing Pros: Time to Think Small” (Johnston), 107 (ftnote #120)
Mastering the Art of French Cooking (Child, Bertholle, and Beck), 157–60
“Metaphors: Who Wants a Fair Fight with an 800-Pound Gorilla?” (Greene), 80 (ftnote)
“Misattribution No Longer To Be Put Up With, A’ (Zimmer), 58–59 (ftnote #73)
“Mobile Content: If in Doubt, Leave It Out” (Nielsen), 110 (ftnote #129)
“Mobile Content Is Twice as Difficult” (Nielsen), 114 (ftnote #136)
Mobile First (Wroblewski), 110 (ftnote #132)

“Mobile Users Don’t Do That” (Rieger), 116 (ftnote #140)
“Monty Python and the Holy Grail,” 195 (ftnote #181)
“Mug Shot We Love, A” (Brockenbrough), 151 (ftnote #160)

“National Grammar Day” (Grammar Girl), 151 (ftnote #162)
New York Times Magazine, 34
“Nielsen Is Wrong on Mobile” (Clark), 117 (ftnote)

Odyssey (Homer), 167
Ogilvy on Advertising (Ogilvy), 110 (ftnote #128)
“Ongoing Struggles of Garlic-Hangers, The” (Garner), 8
On Writing Well (Zinsser)
cutting and adding, 112 (ftnote #134)
decision making, 56 (ftnote #63), 142 (ftnote), 161
paragraph endings as “snappers,” 74 (ftnotes #93, 94)

“Organizing Hard So Information Is Why?” (Johnston), 115
“Overcoat, The” (Gogol), 73 (ftnote)
Oxford English Dictionary, 199

“Participle” screenshots (Wikipedia), 115 (image)
Persona Lifecycle, The (Pruitt and Adlin), 159 (ftnote #168)
“Phrasal Verb Quizzes—By Verb” (UsingEnglish.com), 52 (ftnote)
“Phrasal Verbs” (Trenga), 53 (ftnote #61), 56 (ftnote #65)
“Phrasal Verbs: Cool, but Often Misused” (Roberts), 58 (ftnote #72)
“Pillars of the Community: Technical Communication in Service of User Experience Architecture” (Frishberg), 89 (ftnote)
Pique Dame Overture (Suppé), 99
Read Me First! A Style Guide for the Computer Industry (Sun Microsystems), 124 (ftnote)
“Recipe Contest: The XMLonball Splash—We Have a Winner!” (Johnston), 152 (ftnote)
“Resizing Content for the Small Screen” (Hoffmann), 110 (ftnote #131)
“Re-Thinking In-Line Linking” (Baker), 134
“Ruthlessly Edit When Writing for Mobile” (Desprez), 108 (ftnote #121)
“SAT Fails a Grammar Test, The” (Liberman), 209 (ftnote)
Single Sourcing (Ament), 124 (ftnote)
Sister Bernadette’s Barking Dog (Florey), 67 (ftnote #87)
Spunk & Bite (Plotnik)
  adverbs, stingingly lively use of, 44 (ftnote “a”)
  book review of, 44 (ftnote “a”)
  enallage, funning with, 67 (ftnote #98), 79 (ftnote #100), 81 (ftnote #102)
  slang as stimulating device, dude, 58 (ftnote #66)
  verb tenses, shifting/shifted/woe to all who shift, 171 (ftnote)
Standards for Online Communication (Hackos and Stevens), 124 (ftnote)
“Stem Sentences” (Geyer), 132 (ftnote #147)
Storycraft (Hart), 15 (ftnote #31), 45 (ftnote “d”), 74, 165 (ftnote), 166 (ftnote)
Technical Communication (Markel), 78 (ftnote #97), 125 (ftnote #146)
Thank You Economy, The (Vaynerchuk), 150 (ftnote #157)
“This Is Your Victory, ‘Says Obama” (CNN), 72 (ftnote #90)
“Thrillers, Fillers and Spillers: Cultivating Your B2B Content Garden” (Hill), 81–82
“To Each Their Own” (Johnston), 7
“Truth from Language and Truth from Fit” (Hansen and Wänke), 202 (ftnote)
Universal Principles of Design (Lidwell, Holden, and Butler), 125 (ftnote #145)
Way with Words, A, radio show (Barnette and Barrett), 150
“What Are Run-On Sentences?” (Fogarty), 92 (ftnote #111)
“What Makes Minimalism So Popular Today?” (Hackos), 109 (ftnote #124), 109 (ftnote #125)
“Why Concrete Language Communicates Truth” (Dean), 202 (ftnote)
Words Are Little Gods Daily, The (LaDell), 152 (image)
“Worst Speech in the World, The” (Braud), 20 (ftnote)
#XML Daily, The (McNamara), 148
Your Telltale English (Hadida), 33 (ftnote)