



From Idea to Story in 90 Seconds

Ken Rand

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"Where do you get your ideas?" New writers ask this of pros all the time. Their answers often vary from the trite to the uncivil to the dismissive, but seldom answer. Where do ideas come from-and how do you translate them into stories? Ken Rand has applied 35-plus years as a reporter, writer, editor and teacher, and has written and sold millions of words, exploring that question. At last, in a plain, unambiguous voice, with humor and authority, here's your answer.



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