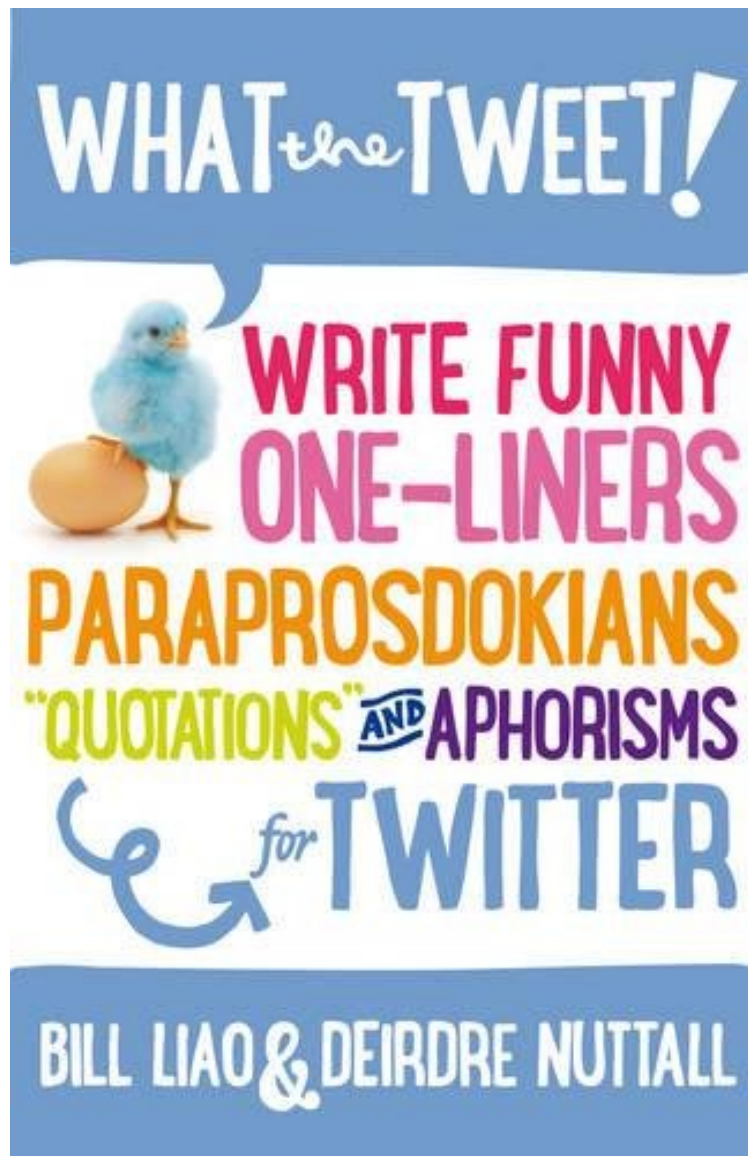


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## What the Tweet!?: Write Funny One-liners, Paraprosdokians, "Quotations" and Aphorisms for Twitter

*Bill Liao, Deirdre Nuttall*

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**Bill Liao, Deirdre Nuttall : What the Tweet!?: Write Funny One-liners, Paraprosdokians, "Quotations" and Aphorisms for Twitter** before purchasing it in order to gage whether or not it would be worth my time, and all praised What the Tweet!?: Write Funny One-liners, Paraprosdokians, "Quotations" and Aphorisms for Twitter:

1 of 2 people found the following review helpful. This is not a writing book  
By Justin  
The title of this book is seriously misleading... this isn't a book about writing at all. There are a couple of pages at the end about writing your own paraproverbs (also known as a joke to people who don't need to use big, complicated words). The information is interesting but really, this needs a new title so as to not mislead readers that it's a book that will teach you how to write one-liners or jokes, because this doesn't do it.  
0 of 0 people found the following review helpful. The Twitter Verse  
By Ronald T. Roseborough  
This is a fun filled, entertaining book that attempts to tell us how to communicate most effectively on Twitter. The key it seems is to use humor and most especially paraproverbs. Try looking that one up in your dictionary. Better to use examples, which is what the book does. How about, "A fool and his money are soon elected" or "Never leave until tomorrow what you can easily forget right now". Paraproverbs take common place sayings or beliefs and twist them to make us laugh or think. The book gives a great selection of these from many famous writers and personalities. After the authors immerse us in these, they give a very quick lesson on creating your own sayings to use to grab attention on social fronts such as Twitter. The authors state that with a little work anyone can accomplish this, but as Winston Churchill said, "If I agreed with you, we'd both be wrong". There was a time when I felt I could reach out and touch the stars, now I'm lucky if I can touch my toes. Book provided for review by the authors.  
0 of 0 people found the following review helpful. Fun and informative read  
By HeatherMS  
Fun and informative... this is a great combination and describes "What the Tweet!?" In the title is a word that I am sure most people have not heard of: paraproverbs. I believe the authors define this well in their own words:  
PARAPROVERB A paraproverb (/prprvrb/) is wordplay where the latter part of a sentence or phrase is surprising or unexpected in a way that causes the reader or listener to reframe or reinterpret an earlier part. A really good example where the word right changes meaning as the sentence is completed; "War doesn't determine who is right only who is left." This book is full of those. I love learning meanings behind things, and this book does this with the English language. History is provided, meaning is provided and examples on how to make your own statement online is provided.  
Book was received as a part of a Goodreads Member Giveaway. This did not influence my opinion of the book.

"This is not a book to be lightly cast aside. It should be hurled with great force." - Dorothy Parker  
Groucho Marx said: "Making predictions is hard, especially if you are talking about the future." While we can't predict how successful you're going to be, we do know that phenomenal one-liners, extraordinary paraproverbs, beguiling quotations and amazing aphorisms can all be pressed into service to make social networking sites like Twitter, Google+ and Facebook work for us all. Join us on an often hilarious, always thought-provoking romp through the English language as we explore what's funny and why, and look at some great ways in which you can use words to make your tweets deliver incisive, compelling, persuasive payloads to your followers - each and every time!  
Bill Liao, is a European Venture Partner with SOSventures. In 2009, he founded WeForest.org, an organisation promoting reforestation as a way to combat global warming, with a stated goal of planting two trillion trees by 2020. He is also the co-founder of CoderDojo, a global collaboration to provide free computer programming learning for young people.  
Deirdre Nuttall, Ph.D. is a professional writer with wide-ranging experience in subjects including psychology, social science, management, life and business management and memoirs and biographies. Buying this book is a Carbon Negative transaction because part of the purchase price is used to plant trees with WeForest.org (visit the website to watch the video by Stephen Fry)

From the Author  
Humor is the rocket that you can attach a message to and be sure that it will travel.