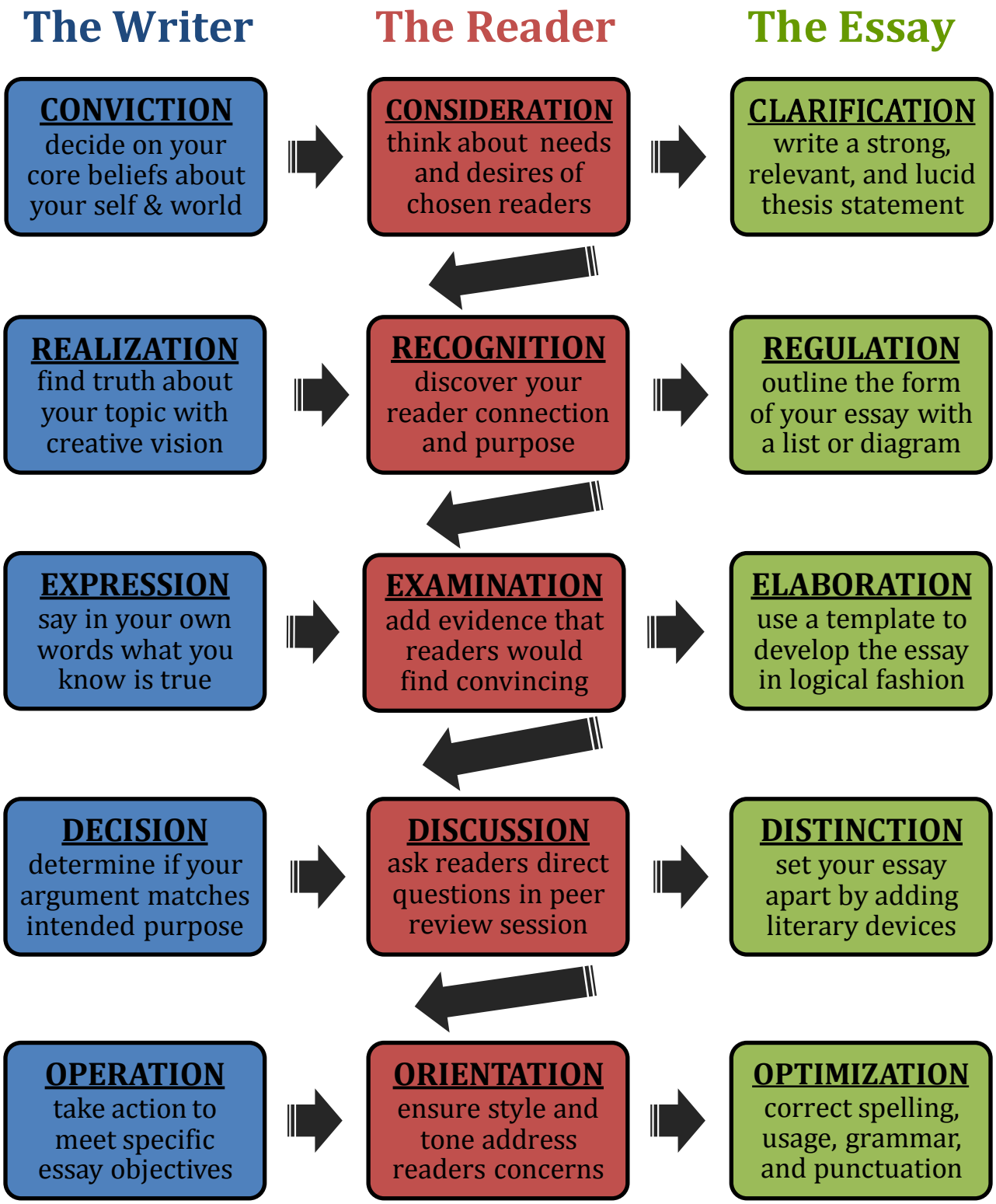Principles of Good Writing