

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

Bill Liao, Deirdre Nuttall

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"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 paraprosdokians, 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)



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