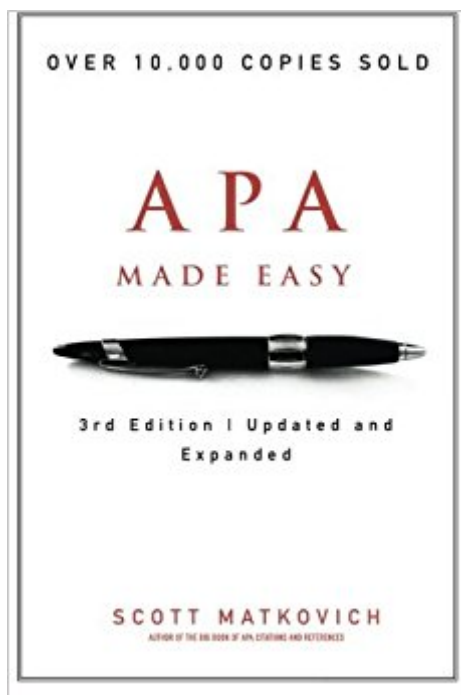


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APA Made Easy



Synopsis

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"This book delivers. What a splendid, visual quickstart guide to APA formatting! Readers will benefit not only from the author's candid and concise advice on APA, but also from his sometimes witty and entertaining style. Thanks for making this such a quick, straightforward, and fun read!" ~ Dr. Todd D. Vasquez

Q & A with the Scott Matkovich:Q. Why would someone buy an APA guide when they can just look all of this stuff up in the APA Manual or online for free?Scott Matkovich: For those who are motivated enough to follow the APA Manual, it is the definitive guide on the subject. However, in my experience, most students don't want or need to know all of the nuances of APA formatting. Let's be honest, how many people actually use 4th order subtitles? Most of the teachers and professors I know don't even know what they are! Most students need to know how to build a title page, the general look of the body of their paper, how to use in text citations, and build a reference page. I cover those major "chunks" of information along with some stylistic advice to help students finish and format papers quickly. With regards to all of the websites, I have mixed feelings. While there are some trustworthy websites on the internet, many that I checked out as research for this book did not follow the APA guidelines even though they are backed by reputable universities. If you find one that you have checked out and know to be reputable, than by all means, if it makes your life easier, then use it! Q. Are you saying that there are some websites that claim to, say, provide proper references in APA, but are wrong?Scott Matkovich: Yes, exactly.Q. Why did you want to write a book about APA formatting, of all things?Scott Matkovich: (laughs) Yes, it's not the most captivating of topics, I agree. However, having spent a good deal of time (and money) in college and eventually teaching as a professor, it was one of those things that I witnessed students struggling with on a consistent basis. APA Made Easy was written for no other reason than to help college and university students. My upcoming book, You Versus the World continues in that same direction, but in a much more general fashion. I promise, it will be more engaging than an APA walkthrough!Q. How has the response been to APA Made Easy?Scott Matkovich: As I say in the new version, I have been shocked by how

well the book has been received. You have to understand that for me, when I was writing this, I only had my students in mind. I didn't expect to sell books in France, Germany, and the United Kingdom! Just the other day I got an email from a professor at Embry-Riddle Aeronautics University, which was called the "Harvard of the Skies" by Time Magazine at one point. So, I've just been thankful and humbled by everyone's support. Q. Why should someone buy APA Made Easy when there are so many other APA supplements available? Scott Matkovich: Great question! To be honest, I have not read any of the other APA supplements on the market. My intention was never to compete with them when I wrote this book. I would say, if a student really struggles with APA formatting, maybe buying more than one would be beneficial! Speaking for myself, I have hit all of the major areas of APA formatting in my book and then I also included material that I thought would be helpful for the modern student such as citing a podcast or a website, for example. Students now-a-days are learning in such diverse ways that I thought it was appropriate to tailor the book toward them.

I have been using this book for several years as I plod through my Master's. Clear, everything works, and for people like me who just can NOT retain stuff that seems like it's irrelevant to my field of interest and could easily be handled by any competent editor if I ever do write something worth publishing, this gives me the tools to get my papers properly formatted and make my nitpicky rule following professors at least not downgrade me for picayune little stuff unworthy of my great and unique intellect.

This book has been a godsend of clarity and simplicity and a great support to my teaching about APA. It's easy for students to carry with them and inexpensive, which were two of my goals. I was poverty stricken in college and the handbook my department offers is \$120! I know the bookstore ordered 100 copies and had to re-order more...my suspicion is that many graduate students were seeing and snagging it for their own use! Dr. Cynthia Mahaffey, BGSU

I tutor at the local college. APA is required of my nursing and social science majors. I am suggesting the purchase of this guide to all my students. I am also suggesting this guide to the college for their writing labs, as all tutors are not created equally.

I have already been using this book and to me it is a great tool for those students who need to use the APA format. I am so happy that I got this little book for my own personal reference guide. I am an

adult student and this book will be a life saver for me. It is small enough that I am able to put it into my folder and take to my classes. I always have it handy when I need it for my own reference. This is my first time using the APA format and this little book has a gold mine of information for us students needing to learn the format for our papers in school. Do I recommend this book? Absolutely! :)

Easy and definitely a big help, cut out a lot of confusion and searching for answers on APA

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