



Yelp Help: How to Write Great Online Restaurant Reviews

Hanna Raskin

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Yelp Help, written by professional food critic Hanna Raskin, is the first how-to book for online restaurant reviewers. Whether they're motivated to climb the Yelp ranks or assist their fellow eaters by writing clearer, fairer reviews, citizen critics will find the tools they need in Yelp Help, a comprehensive guide to reporting, conceptualizing and writing compelling short-form restaurant reviews. In addition to covering basic skills such as choosing the right adjective and describing dishes in objective detail, Yelp Help delves into restaurant operations and the history of food criticism. Enhanced by copious excerpts from professional and civilian reviews; a review meal checklist; an overview of the eight most common online reviewing errors and handy practice exercises, this book is an indispensable resource for serious users of Yelp, TripAdvisor and Urbanspoon.

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