

William D. Lutz

William D. Lutz is Professor of English at Rutgers University in Camden, New Jersey. In addition to a Ph.D. in English, he holds a Doctor of Law degree and is a member of the Pennsylvania Bar. For 14 years he was the editor of the *Quarterly Review of Doublespeak*.

Dr. Lutz is the author or co-author of seventeen books, including *Doublespeak Defined* (1999), and *The New Doublespeak: Why No One Knows What Anyone's Saying Anymore* (1996), the sequel to his best-selling *Doublespeak: From Revenue Enhancement to Terminal Living* (1989), and *The Cambridge Thesaurus of American English* (1994). His articles on language have appeared in such publications as *The London Times*, *The Los Angeles Times*, *The Atlanta Constitution*, *The Baltimore Sun*, *USA Today*, and *Business and Society Review*. He was a contributor to *Corporate Annual Reports Newsletter* and served as editor of the *Samsung Magazine*, published by the Samsung Group of Seoul, Korea.



As an expert on plain language, Dr. Lutz has worked with numerous corporations and government agencies. He has re-written mutual fund prospectuses into plain language; written the MD&A and Financial Notes sections of annual reports into plain language; written IPO prospectus in plain language; written, revised, and edited the prose in annual reports; written corporate Web sites; conducted workshops on plain language and clear communication in various forms of corporate and legal publications; and served as an expert witness on language and plain language in legal proceedings.

As a consultant on plain language to the U.S. Securities and Exchange Commission, Dr. Lutz helped prepare the SEC's *Plain English Handbook*.