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Writers like Rudolf Flesch, George Klare, Edgar Dale, and Jeanne Chall brought the formulas and the research supporting them to the marketplace. The formulas were widely used in journalism, research, health care, law, insurance, and industry. The U.S. military developed its own set of formulas for technical-training materials.

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### **Rudolf Flesch On Business Communications | Download eBook**

Rudolf Franz Flesch was an Austrian-born naturalised American author, and also a readability expert and writing consultant who was a vigorous proponent of plain English in the United States. He created the Flesch Reading Ease test and was co-creator of the Flesch-Kincaid readability test. Flesch advocated use of phonics rather than sight reading to enable students to sound-out unfamiliar words.

### **Rudolf Flesch - Wikipedia**

Rudolf Flesch made America aware that there was indeed an identifiable cause to what was already, in 1955, a staggering reading problem: the cause was the wholesale adoption by virtually all of our schools of the look-

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Dr. Rudolf Flesch, the authority on literacy and clear writing who wrote "Why Johnny Can't Read," died at Dobbs Ferry (N.Y.) Hospital Sunday night of congestive heart failure. . He was 75 years old.

### **DR. RUDOLF FLESCH, 75, AUTHORITY ON LITERACY - The New**

Rudolf Flesch (8 May 1911 – 5 October 1986) was an author, readability expert, and writing consultant who was an early and vigorous proponent of plain English in the United States. He created the Flesch Reading Ease test and was co-creator of the Flesch-Kincaid Readability Test.

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