

PAPER TRUE

# CASE STUDIES

Emotional Support Provided to Young Black Students in Predominantly White High Schools and Post-Secondary

Scope for Profitability through R&D Efforts among China's SMEs

Reflective Lessons of a **GOVERNMENT OFFICIAL** in Her Work in Canadian Bureaucracy

**Black Lives Speak**

- Andria Waller

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## Academic Case 1:

# Black Lives Speak: Black Student's Experience with Institutional Discrimination in Higher Education

### Topic

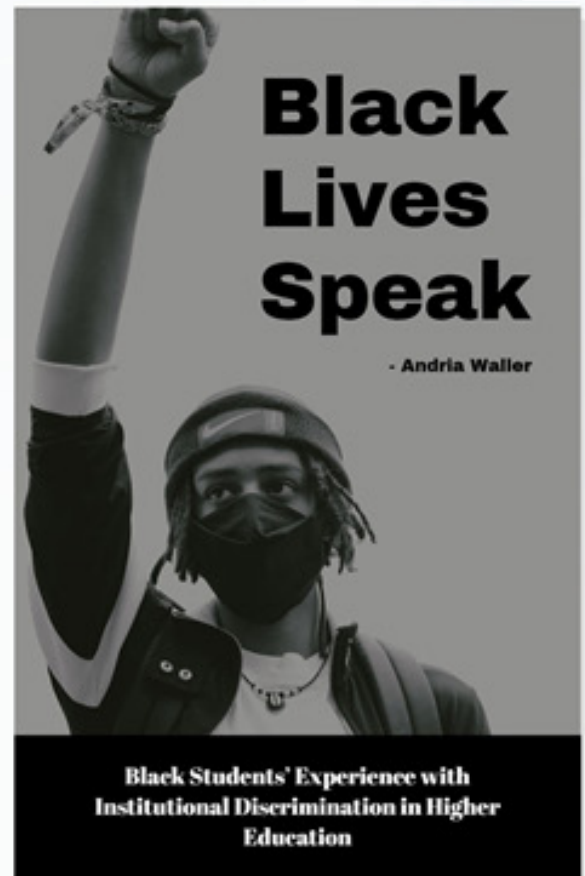
Andria's dissertation investigates institutional discrimination against Black students affecting their retention rate in post-secondary education. Her qualitative approach involved data analysis from observations, journaling, field notes, and historical documents, amounting to about 66000 words. The material was thoroughly analyzed and well-argued from different sources.

### Objective

While her research was thorough and persuasive, she enlisted our services to ensure the dissertation reflected the urgency of her research. She sought the expertise of an editor to improve her writing so that it strikes the balance between objective academic writing and the subjective nature of her topic.

### Solution

We not only checked the structure of her dissertation for cohesion but also perfected the phrasing, style, word choice, citations, and formatting. The personal experiences of her study's subjects were highlighted in an urgent and resonant manner by our changes. This made her research objectives and methods clearer and her overall work more impactful.



*“ My editors not only have impeccable skills but they were also sensitive in their approach towards my dissertation. This is a deeply personal topic to me, and I'm glad to know that I can trust them with it! ”*

Andria Waller

## Academic Case 2:

# Scope for Profitability through R&D Efforts among China's SMEs

### Topic

In an economics and finance dissertation, Valencia examines the positive relationship between R&D and profitability as seen in small and medium-sized enterprises in China. She takes an analytic approach, drawing findings from several empirical studies.

### Objective

Valencia approached us with the requirement of proofreading, and she also specifically required help in simplifying sections that were peppered with jargon. She also required our help to arrange the reference list in the format prescribed to her.

### Solution

We provided alternative styles for unclear writing and improved language, readability, and expression. We also made sure the document had robust referencing according to the Chicago Manual of Style.



“ *PaperTrue does a swift job in making the text readable and concise without changing my argument. I really liked that about their work, and I think I'll recommend them to my peers as well!* ”

Valencia Chen



## Business Case 3:

### Company: General Translation, USA

#### Who they are:

Website Content



#### What they needed:

General Translation needed to establish a strong online presence and wanted to make their content more concise, impactful, rich with keyword placement, and enhanced SEO

#### How we helped:

We analyzed their website content and blog articles and provided them structural feedback to make it more appealing to anyone who visits their website. We also made sure that the promotion of their services would be more impactful by focusing on making the language more user-friendly and less littered with jargon.

We also made sure that the length of their sentences was not too long and helped keep them short, crisp, and to the point. Our objective behind this was to make them readable for their target audience. Apart from this, we made sure that the tone of the content was assuring and not too formal.

We encouraged a collaborative approach, in which we worked together with the company, taking their revisions and inputs into consideration.



*“ We have more and more users telling us about how crisp and clear our articles look now! Our website content has improved tremendously and we especially loved the collaborative approach that PaperTrue took, and worked with us instead of dictating what they did. Definitely going to keep this collaboration intact! ”*

Jonah Smith, Marketing Head, General Translation

## Business Case 4:

### Company: Genuine Consultancy

#### Who they are:

Academic Editing



#### What they needed:

Genuine needed our help to improve the college applications of their clients by providing them with editing and proofreading services

#### How we helped:

We improve the grammar, syntax, style, impact, tone, and structure among other aspects of their documents.

With this, we make up for gaps in Genuine's suite of counselling services with our expertise in the English language and feedback giving. This significantly better their clients' chances at success with their college applications.

We also offer to whitelabel our edited documents and integrate order processing on our dashboard, to make Genuine's experience of partnering with us smooth and convenient.



*" A college application plays a major role in determining whether the student will get in or not, and so we really stress on the style of the essays and applications. PaperTrue's editors help our students' essays to be structured much better apart from the normal editing and proofreading process "*

Philippa Emerson, Senior Consultant, Genuine Education Consultancy

## Writers Case 5:

### Book: The Chronicle of Golgotha Days (Non-Fiction)

Author: Sujith Balakrishnan

#### Book Summary

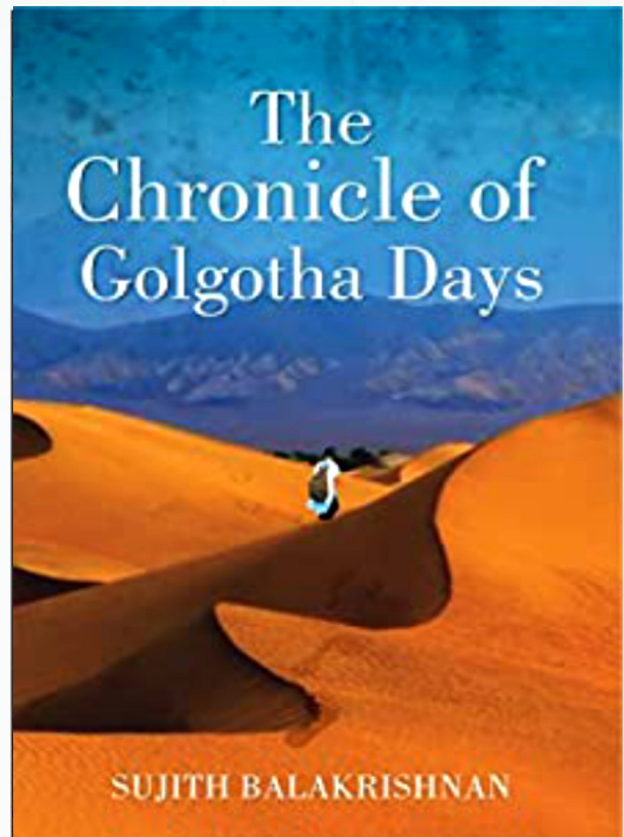
Set in the backdrop of '90s Kerala, Sujith Balakrishnan's non fiction book is about the brutality of a young girl forcibly sold into the sex trade.

#### Objective

While the author's story was insightful and thoroughly researched, it seemed a little scattered. The objective was to structure the story cohesively but still retain the author's voice.

#### Solution

Once we reviewed Sujith's draft extensively, we helped him rewrite and reconstruct parts of the book to effectively convey his story. Sujith's voice is unique. In spite of it being a nonfiction story, the author peppers it with his own experience and commentary. This is why our focus in this project was to retain his voice, and we found more effective ways to present his work. We identified the parts in the book where his voice tapered off a little and evened it out to maintain consistency throughout the narrative.



*“ It was a struggle for me to write about a complex issue in a way that really delves into the heart of the matter. My editor Sasha helped me craft the book with patience and sensitivity. I needed an editor who would go beyond superficially working on language, and PaperTrue delivered wonderfully! Will definitely be back. ”*

Sujith Balakrishnan

## Writers Case 6:

### Book: The Eyes of Channel Country (Fiction)

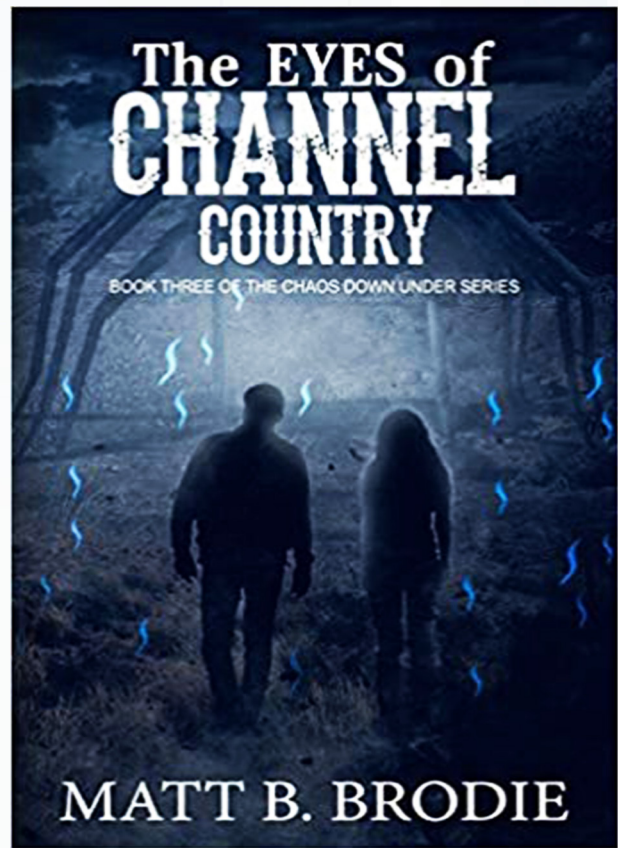
Author: Matt B. Brodie

#### Book Summary

Matt's book *The Eyes of Channel Country* is an adventure novel set in Australia about the quests of Amber and Michael Hauksby.

#### Objective

Matt needed help with strong characterization and plot consistency, considering this is the third of a series.



#### Solution

We improved his book by making it more contextual. We focused on helping him expand the setting and dialogues with the goal of instilling more realism. We also helped him improve his dialogues, tone, scene transition, and overall narrative consistency. Keeping in mind that it was an adventure novel and it needed to be fast-paced in order to get an adrenaline pump going, we cut down on the descriptions and introduced speed in the narrative, evenly distributing those descriptions throughout the book to make it more organic rather than strained.



*" I'm very impressed with PaperTrue! Their solid expertise of fiction writing and editing did wonders for my manuscript! While I've written novels before, I really feel like this is the support system I needed as a self-published author. "*

Matt B. Brodie