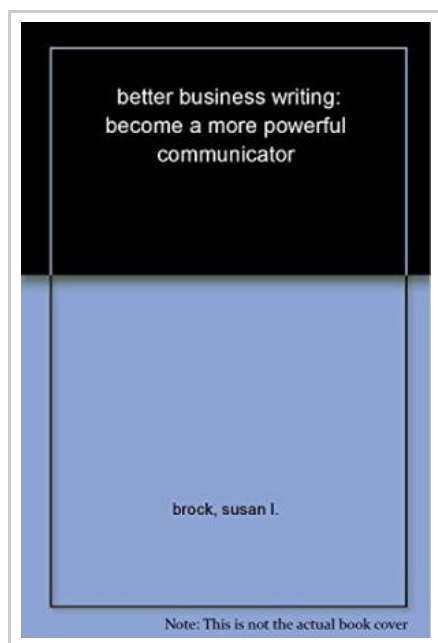




Better Business Writing: Become a More Powerful Communicator (Series: Viva-Crisp Fifty-Minute)

By Sue Brock

Viva Books, 2011. Softcover. Book Condition: New. 5th or later edition. Create more engaging presentations, more actionable emails and more persuasive memos. The need for sharp writing skills in business is greater today than ever before. We're surrounded by mountains of text on our virtual and actual desktops every day. Learn how to choose the most powerful words and write the most effective documents and give yourself a much needed edge. Better Business Writing begins with a self-assessment quiz so you can review your current abilities. Then you'll learn how to: ? Master the basics of business writing ? Recognize and correct common mistakes ? Avoid redundancies and stay "on message" ? Address special issues such as bad news and sensitive topics ? Understand and write to your audience Contents: Part 1: Back to the Basics ? Mastering Spelling, Punctuation, and Usage ? Six Tips for Better Spelling ? Punctuation Pointers ? Part 2: Choosing Your Words Carefully ? Sharpening Your Writing Style ? Deleting (Unnecessary) Redundancies ? Forming Parallel Construction ? Recognizing Cliches ? Avoiding Sexist Language ? Part 3: Improving Your Business Writing ? Strengthening Your Memos ? Using Email Effectively ? Ten Tips for a Better Memo...



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