

Business Writing In The Digital Age

Business Writing in the Digital Age SAGE

Business writing that gets results The ability to write well is a key part of your professional success. From reports and presentations to emails and Facebook posts, whether you're a marketer, customer service rep, or manager, being able to write clearly and for the right audience is critical to moving your business forward. The techniques covered in this new edition of Business Writing For Dummies will arm you with the skills you need to write better business communications that inform, persuade, and win business. How many pieces of paper land on your desk each day, or emails in your inbox? Your readers—the people you communicate with at work—are no different. So how can you make your communications stand out and get the job done? From crafting a short and sweet email to bidding for a crucial project, Business Writing For Dummies gives you everything you need to achieve high-impact business writing. Draft reports, proposals, emails, blog posts, and more Employ editing techniques to help you craft the perfect messages Adapt your writing style for digital media Advance your career with great writing In today's competitive job market, being able to write well is a skill you can't afford to be without—and Business Writing For Dummies makes it easy!

Writing for Digital Media teaches students how to write effectively for online audiences—whether they are crafting a story for the website of a daily newspaper or a personal blog. The lessons and exercises in each chapter help students build a solid understanding of the ways that the Internet has introduced new opportunities for dynamic storytelling as digital media have blurred roles of media producer, consumer, publisher and reader. Using the tools and strategies discussed in this book, students are able to use their insights into new media audiences to produce better content for digital formats and environments. Fundamentally, this book is about good writing—clear, precise, accurate, filled with energy and voice, and aimed directly at an audience. Writing for Digital Media also addresses all of the graphical, multimedia, hypertextual and interactive elements that come into play when writing for digital platforms. Learning how to achieve balance and a careful, deliberate blend of these elements is the other primary goal of this text. Writing for Digital Media teaches students not only how to create content as writers, but also how to think critically as a site manager or content developer might about issues such as graphic design, site architecture, and editorial consistency. By teaching these new skill sets alongside writing fundamentals, this book transforms students from writers who are simply able to post their stories online into engaging multimedia, digital storytellers. For additional resources and exercises, visit the Companion Website for Writing for Digital Media at: www.routledge.com/textbooks/9780415992015.

Full of tips, examples and exercises that will transform your writing from the same old same old into something that'll mark you out from the crowd. Get the confidence and creativity to take your business writing from something that does the job into something that's brilliant. Brilliant outcomes Produce business writing people actually want to read Persuade and inspire people, sell more, or get that job Get a distinctive, powerful and engaging writing voice

Your Mentor's Complete Guide to 25+ Freelance Writing and Digital Video Businesses and Other Home-based Online Businessess in E-Publishing and the Digital Media. Also part two is writing skills techniques.

Give yourself a powerful competitive advantage by becoming a better business writer. Better writers get better jobs and more promotions; they persuade people through emails, Web sites, presentations, proposals, resumes, grant proposals, you name it. Businesses know this: that's why they spend \$3 billion a year helping their employees become more effective writers. The Truth About the New Rules of Business Writing shows you how to master the art of effective business communication replacing the old standards of jargon, pomposity, and grammar drills with a simple, quick and conversational writing style. Authors Natalie Canavor and Claire Meiorowitz demonstrate how to plan and organize your content; make your point faster; tell your readers what's in it for them; construct winning documents of every kind, print and electronic, even blog entries and text messages! The Truth about the New Rules of Business Writing brings together the field's best knowledge, and shows exactly how to put it to work. With an "aha" on every page, it presents information in a clear, accessible style that's easy to understand and use. Written in short chapters, it covers the entire field, cuts to the heart of every topic, pulls back the curtain on expert secrets, and pops the bubble of commonly-held assumptions. Simply put, this book delivers easy, painless writing techniques that work.

Forget those 200-page books that claim to teach brevity! Why Your Writing Sucks is today's short-and-sweet route to better writing at work. In this concise, cheerful, informed guide, you'll find grammar-free, common-sense, actionable advice to raise your writing game. ---- Think you're a bad writer? This book will help you. Think you're a good writer? This book will make you better. Think you're a great writer? This book is critical. No kidding. There are too many words floating around in memos, emails, reports. Nobody wants to read long prose in a work setting, no matter how well crafted. Get to the point! Marcia will get you there - and you'll get the outcome you're looking for. Suzanne Tyson, Founder, HigherEdPoints.com Why your Writing Sucks is aimed at adequate writers that could be good, and good writers that seek excellence. The business/engineering students I graduate often find that a contract or proposal, or even their own advancement, will depend on a piece of their writing. Ross brings a number of clear rules to those efforts. Short, amusing and succinct - whether just coming into the business world, looking to improve, or wanting to avoid bad habits, business people will find Why your Writing Sucks an easy, useful read. Dr. Philip Anderson, B.A.Sc., M.A.Sc., Ph.D., University of Toronto ----- You get easy-to-apply advice on: Composing: 7 actions to up your game Editing: 4 tricks (and some games!) to help you edit better BARFing - how to knock down inner barriers and get words on the page! Discover how to: Write more effectively, to get better business results Write more easily and less painfully Advance your career through improved communication skills. What else? Cheerful, readable writing style Practical tips from a 20-year career in business writing and editing An 80/20 approach: make the 20% of changes that will make an 80% difference in your writing

Successful business writing is essential to help you communicate your ideas. This book enables you to plan, prepare and express your thoughts in a clear and persuasive way. There is a guide to good English and grammar. How to write business letters, emails, reports, minutes and social media. The book has lots of exercises and is easy to read.

Whether you are writing a proposal, a report, a presentation or an email, this book will show you how to write to persuade staff, colleagues, board directors and customers. The Financial Times Essential Guide to Business Writing demonstrates how your choice of language can influence your reader. It gives you clear examples to show you the dos and don'ts of successful business writing and essential tips that are proven to make your writing more effective. It shows you how to write for different audiences and in different media using style, structure and the psychology of language to your advantage. It also gives you the writing secrets used by the world's best advertising writers, which you can use to great effect in your own business writing.

An updated and expanded version of the training guide Booklist called "one of the most valuable professional publications to come off the presses in a long time," the new third edition of Communicating Professionally is completely revised with new sections outlining the opportunities offered by contemporary communication media. With more resource information on cross-cultural communication, including new applications of communication principles and the latest research-based material on communication in general, this comprehensive manual covers Fundamental skills such as listening, speaking, and writing Reading others' nonverbal behavior How to integrate skills, with tips for practicing Sense-making, a theory of information as communication Common interactions like speaking one-on-one, working in groups, and giving presentations Training others in communication skills, including a special section on technology-based training

Writing in a Technological World explores how to think rhetorically, act multimodally, and be sensitive to diverse audiences while writing in technological contexts such as social media, websites, podcasts, and mobile technologies. Claire Lutkewitte includes a wealth of assignments, activities, and discussion questions to apply theory to practice in the development of writing skills.

Featuring real-world examples from professionals who write using a wide range of technologies, each chapter provides practical suggestions for writing for a variety of purposes and a variety of audiences. By looking at technologies of the past to discover how meanings have evolved over time and applying the present technology to current working contexts, readers will be prepared to meet the writing and technological challenges of the future. This is the ideal text for undergraduate and graduate courses in composition, writing with technologies, and professional/business writing. A supplementary guide for instructors is available at www.routledge.com/9781138580985

Effective business communication is a two-way process of listening and speaking, and it's of foremost importance in all phases of daily business life at your middle-market company. Ask one hundred employees whether they're good communicators, and one hundred will say yes. In reality, though, all of us need to improve our communication skills. This book is designed to improve your business English speaking and writing skills in any setting where you need to convince someone of something. At the end of each chapter of the paperback version of this book, you'll find a 'notes section, ' where you can write any information you'd like to keep for quick reference. There is no notes section at the end of Chapter 1, as it is an introduction. It is an advanced English grammar workbook and a Business writing workbook all in one!

In a business world that spans several continents, it is no longer common for everyone to speak English as a first language. Whether you speak English as a first, second or even third language, intercultural business communication means that getting it right first time has never been more important for you and your organization. English can never be standardized in the global and digital marketplace; instead, we can learn how to customize business English according to our own values and culture and communicate successfully across borders. Improve Your Global Business English creates an awareness in the reader of what to avoid and how to ensure that communications are correctly understood. Very readable and hugely instructive, Improve Your Global Business English provides practical self-study with quizzes, activities and worksheets, helping you to fine-tune your written communication. By mastering the basics, defining your readers and tailoring your message to them, understanding the conventions of different media and understanding cultures, you can enhance your reputation as a truly global, modern player in today's marketplace. If you want your messages to be perceived as you intended, to retain customers or to win new ones, Improve Your Global Business English gives you the background you need. Online supporting resources for this book include supplementary video, self-test questions and answers, templates and a case study on going global

Using examples and exercises to help you write with clarity and confidence, this book covers the essentials of how to organize your text to hold your readers' attention; edit yourself for grammar, tone, and excess words; and master the documents for any workplace situation. --

Style guides come in many shapes and sizes, usually focused toward scientific or academic use only. However, business writing is a space occupied by many individuals that has not been given the attention it deserves. The Style Guide for Business Writing, Second Edition, is designed specifically to assist business writers in both the public and private sector, including those publishing with English as a second language; authors of academic papers; business book authors; financial journalists; and writers of reports, proposals or even just e-mail and memoranda. This book provides a comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner, and refresh the basics for the experienced business writer. Major topics are arranged alphabetically and the cross references and index enable quick and easy access to information. Michael C. Thomsett is a market expert, author, speaker, and coach. His many books include Stock Market Math, Candlestick Charting, The Mathematics of Options, and A Technical Approach to Trend Analysis.

The need for permanent connectivity and the growing pressure for quick task completion in today's organizations has led to the spread of a wide range of technologically mediated online communications tools. E-mail is already a commonplace in the white-collar workplace, but other tools, such as text-based real-time messaging (instant messaging or IM), online conferencing, knowledge depositories, shared online workplaces and wikis are also on their way to become ubiquitous. Owing to these developing new technologies and the resulting range of new communicative modes, as well as to the relative ease of accessing them, virtual work has become extremely popular in the last decade. Although there is a wide range of online audio-visual channels available for virtual professional communication, text-based communicative tools - e-mail and IM - have still been found to be the most preferred methods - particularly for internal communication. In spite of this preference, however, the role these technologies play in the communication of a workplace and their impact on interpersonal business discourse conventions are still a relatively under- explored. This volume intends to fill this void by exploring the language of text-based computer-mediated

communicative genres: IM and e-mail. The book takes an essentially language and discourse-centered perspective, and by drawing on a range of conceptual frameworks from language-oriented studies, it provides an overview of the complexities of text-based online professional communication.

First published by Griffin in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as a steady seller and an excellent primer for anyone who writes on the job. Newly revised to cover e-mail, texts, and the latest word social media technology, the book uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

Effective communication in business and commercial organizations is critical, as organizations have to become more competitive and effective to sustain commercial success. This thoroughly revamped new edition distills the principles of effective communication and applies them to organizations operating in the digital world. Techniques and processes detailed in the book include planning and preparing written communication, effective structures in documents, diverse writing styles, managing face-to-face interactions, using visual aids, delivering presentations, and organising effective meetings. In every case the authors consider the potential of new technology to improve and support communication. With helpful pedagogical features designed to aid international students, this new edition of a popular text will continue to aid business and management students for years to come. Additional content can now be found on the author's website - www.rethinkbuscomm.net

A guide to successful business communication describes how to draft effective letters, emails, and proposals; adapt one's writing style to an audience; and self-edit and troubleshoot documents.

Writing and Editing for Digital Media teaches students how to write effectively for digital spaces--whether writing for an app, crafting a story for a website, blogging, or using social media to expand the conversation. The lessons and exercises in each chapter help students build a solid understanding of the ways that digital communication has introduced opportunities for dynamic storytelling and multi-directional communication. With this accessible guide and accompanying website, students learn not only to create content, but also to become careful, creative managers of that content. Updated with contemporary examples and pedagogy, including examples from the 2016 presidential election, and an expanded look at using social media, the third edition broadens its scope, helping digital writers and editors in all fields, including public relations, marketing, and social media management. Based on Brian Carroll's extensive experience teaching a course of the same name, this revised and updated edition pays particular attention to opportunities presented by the growth of social media and mobile media. Chapters aim to: Assist digital communicators in understanding the socially networked, increasingly mobile, always-on, geomapped, personalized media ecosystems; Teach communicators to approach storytelling from a multimedia, multi-modal, interactive perspective; Provide the basic skill sets of the digital writer and editor, skill sets that transfer across all media and most communication and media industries, and to do so in specifically journalistic and public relations contexts; Help communicators to put their audiences first by focusing attention on user experience, user behavior, and engagement with their user bases; Teach best practices in the areas of social media strategy, management, and use.

Business Writing Today prepares students to succeed in the business world by giving them the tools they need to write powerfully, no matter the challenge. In her highly-practical text, author Natalie Canavor shares step-by-step guidance and tips for success to help students write more clearly and strategically. Readers will learn what to say and how to say it in any medium from tweets and emails to proposals and formal reports. Every technique comes with concrete examples and practice opportunities, helping students transfer their writing skills to the workplace. "This is the real-deal writing guide for serious business majors." –Astrid Sheil, California State University San Bernardino

BUSINESS COMMUNICATION: PROCESS AND PRODUCT, 8e, is designed to prepare students for success in today's digital workplace. The textbook presents the basics of communicating in the workplace, using social media in a professional environment, working in teams, becoming a good listener, and presenting individual and team presentations. Authors Mary Ellen Guffey and Dana Loewy also offer a wealth of ideas for writing resumes and cover letters, participating in interviews, and completing follow-up activities. Optional grammar coverage in each chapter, including a comprehensive grammar guide in the end-of-book appendix, helps students improve their English language skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business Writing Today prepares students to succeed in the business world by giving them the tools they need to write powerfully, no matter the challenge. In her highly-practical text, author Natalie Canavor shares step-by-step guidance and tips for success to help students write more clearly and strategically. Readers will learn what to say and how to say it in any medium from tweets and emails to proposals and formal reports. Every technique comes with concrete examples and practice opportunities, helping students transfer their writing skills to the workplace. New to This Edition Updated with new examples, success tips, resources, and expanded material on subjects that relate to students' most pressing interests and reflect current directions of professional communication. New and expanded coverage of important topics like networking, storytelling, creating a positive online presence, and visually-based media. New and updated good and not-so-good writing samples throughout the book show readers where and what to revise. A reorganized and streamlined table of contents is now organized into four major parts, moving from basics into more advanced topics. Nine new "Views From the Field" include advice on networking, building rapport, and creating personal introduction videos. A new chapter on editing includes practical strategies for improving drafts and fixing common writing issues. A greater emphasis on strategic thinking and problem-solving helps students develop their insight into the perspectives of others so they are better able to represent their own interests and contribute more on the job. This edition more closely connects writing skills with oral communication, relationship-building, a strategic online presence, and students' hopes to become valued employees, leaders, and entrepreneurs. A new appendix includes new writing activities, new assignments, and cheat sheets for students, making this the most applied edition yet.

This book aims to increase awareness about the importance of communication in health care. Written by healthcare professionals and Communication experts, it is replete with real-life scenarios that readers can identify with, and will serve as a guide to effective and efficient communication that affects the most important stakeholders in health care – The patient.

About this Professional Email Book Professional emails are too important to mess up. They are evidence of something that you said or did, and as such, they can be your best friend or your worst nightmare. Every day, a staggering amount of business communication takes place. This book will help you not only write more professional business e-mails but also improve your overall business English. "Know your context as well as your audience." Like everything in life, emails are not created equal. The same email can be digital gold or digital poop depending

on the situation in which it's deployed, so you must always pay attention to context. Even if you send exactly the same email to the same audience, in a different context they will interpret your email differently, as they will approach it with a different mind-frame, together with a different set of beliefs and expectations. When you approach an email in a business setting, the first thing to do is to decide exactly what you want from the exchange and then, what context you are writing in. Is this a close colleague but there is a not-so close colleague included into the email exchange? Is this an invitation to have drinks after work with someone who has worked with you for years and has suddenly decided to change paths in their career? Are you about to fire someone you respect immensely? Are you sending a group email to organise a meeting, or are you asking someone to pay you because they haven't paid their invoice on time again? All these things matter, and are particularly important because you don't have the benefit of body language or facial expressions when you write. People also tend to forget verbal exchanges more readily, but the written word is powerful. "The pen is mightier than the sword..." (Edward Bulwer-Lytton) and people will judge you based on how you use your pen. I could not possibly list all the people who have influenced me through their work, but I will try to mention a few of the ones who spring to mind in no particular order. These are my business heroes, and without their contribution through their work, I would never have been able to write this book. If I could write a note of advice about emails and business communication to 25-year old me, I would probably send myself the following checklist. I wish someone had told me all this.

1. Forget your ego. Never write with the objective of impressing someone, even if that someone is you! Sometimes we write and then re-read what we have written a few times, then we give ourselves a mental round of applause before sending it. The problem is, our priority wasn't communication in this scenario, it was to feed our ego. Trying to impress people with long over-complicated sentences and words has the opposite effect. Always keep clear communication and context in mind in every exchange.
2. Aim to explain difficult concepts or problems in a simple easy-to-understand way. This shows intelligence, because it means you have digested the concepts and are skilful enough to explain them. When you make concepts sound more complicated than they are, it gives people the impression that you don't understand, because you probably don't.
3. If it's not relevant to the situation or the decision being made, don't mention it, it will clutter your communication and could cause confusion.
4. When you need to write important or sensitive emails, stick to the facts. Your emotions or opinions are not important or relevant in most cases.

BUSINESS EMAIL: WRITE TO WIN. Business English & Professional Email Writing Essentials: How to Write Emails for Work, Including 100+ Business Email Templates

"Designed to save time and boost confidence, these easy-to-follow steps will teach you how to make clear requests, write for your reader, start strong and specific, and fix your mistakes. With a helpful checklist to keep you on track, you'll learn to promote yourself and your ideas clearly and concisely, whether putting together a persuasive project proposal or dealing with daily email. Laura Brown's supportive, no-nonsense approach to business writing is thoughtfully adapted to the increasingly digital corporate landscape. Complete with insightful sidebars from experts in various fields and easy-to-use resources on style, grammar, and punctuation, this book offers essential tools for success in the rapidly changing world of business communication."--From publisher's description.

A trusted market leader, Guffey/Loewy's **ESSENTIALS OF BUSINESS COMMUNICATION**, 10E presents a streamlined approach to business communication that includes unparalleled learning resources for instructors and students. **ESSENTIALS OF BUSINESS COMMUNICATION** includes the authoritative text and a self-teaching grammar and mechanics handbook at the back of the text as well as extraordinary print and digital exercises designed to build grammar, punctuation, and writing skills. As students learn basic writing skills, they are encouraged to apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Redesigned, updated model documents and extensively updated exercises and activities introduce students to the latest business communication practices. The latest edition of this award-winning text features complete coverage of social media communication, electronic messages, and digital media to prepare students for workplace communication success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Natalie Canavor presents a step-by-step system that shows what to say and how to say it, along with practical techniques to improve writing skills. The book builds confidence, and provides a solid foundation that applies to traditional media such as letters and proposals, and also to email, blogs, web sites, social media and PowerPoint. Readers develop tools to keep improving on their own, and to handle new communication channels as they emerge.

In this book you'll discover how to give your communication skills an upgrade, exploring the tips and tricks that will enable you to write effectively and persuasively for any audience. You'll discover how to optimise your words for maximum impact, which terrible traps to avoid and how to make your expertise and enthusiasm even more infectious.

While the ability to share information through digital media is stronger than ever, many of us are afraid to deal with the opportunity and rejection. A professional writer does sometimes get beaten up by editors, bosses, clients, and readers. Business writing is as much an internal battle for motivation as it is a way to send out the right message. This book helps you to develop blogging digital marketing and copywriting skills. Inside sharing 21 tips to better business writing results. Besides, you also will need to drive targeted traffic and conversions to your business through your content. This guide is a tool to help you become a professional writer.

Most business writing is poorly presented and takes forever to get to the point. **Read This!** teaches simple, clear, commanding writing - to make people read what you write.

A must-have guide for writing at work, with practical applications for getting your point across quickly, coherently, and efficiently. A winning combination of how-to guide and reference work, **The Only Business Writing Book You'll Ever Need** addresses a wide-ranging spectrum of business communication with its straightforward seven-step method. Designed to save time and boost confidence, these easy-to-follow steps will teach you how to make clear requests, write for your reader, start strong and specific, and fix your mistakes. With a helpful checklist to keep you on track, you'll learn to promote yourself and your ideas clearly and concisely, whether putting together a persuasive project proposal or dealing with daily email. Laura Brown's supportive, no-nonsense approach to business writing is thoughtfully adapted to the increasingly digital corporate landscape. Complete with insightful sidebars from experts in various fields and easy-to-use resources on style, grammar, and punctuation, this book offers essential tools for success in the rapidly changing world of business communication.

A ground-breaking approach to writing with a greater focus on planning and revising documents. When you complete this book, you will know how to write with clarity and style, so your ideas come across clearly and quickly. You'll become a sharp-eyed critic, constantly spurring yourself to do better. Best of all, you'll learn by doing—by building and evaluating your own business letter. You'll discover how to avoid writer's block by making writing a process with a beginning, middle, and end. You will learn how to:

- Sharpen your competitive edge through good, clear writing
- Make sure your written words say exactly what you mean
- Identify words and phrases that get in the way of clear, concise communication
- Quickly analyze, organize, write, and revise any document
- Use expressive words; keep sentences and paragraphs short; keep thoughts simple
- Use techniques that involve the reader and create the feeling of personal communication
- Format documents so they're inviting to look at and easy to read.

This is an ebook version of the **AMA Self-Study** course. If you want to take the course for credit you need to either purchase a hard copy of the course through amaselfstudy.org or purchase an online version of the course through www.flexstudy.com.

Lesikar's **Business Communication: Connecting in a Digital World**, 12/e by Rentz, Flatley, and Lentz takes the solid foundational principles of this classic text and applies them to business contexts in the 21st century. While continuing to focus on careful problem analysis, adaptation of the message to the audience, and maintaining positive human relations, this edition discusses current challenges for business

communicators and gives students practice meeting those challenges. Toward this end, the book maintains the realism, technological currency, and pedagogical effectiveness for which it has become well known and respected. As with previous editions, the 12th edition prepares students to communicate in the modern workplace by first providing extensive writing advice and then providing methodical analyses of the main forms of business communication. Along the way, it incorporates a multitude of real business examples, a wide range of problem-solving cases, and a thorough treatment of technology's role in business communication. In addition to a full suite of teaching and testing materials, the book's Online Learning Center gives teachers easy access to an online blog, Bcomm Teacher Xchange, that will keep them abreast of the latest research and developments in the field while providing a host of practical teaching tips. Through its BC Resources link, the OLC also offers an extensive collection of Web links on multiple bcomm topics, from grammar to persuasion to research and teamwork.

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you:

- Push past writer's block
- Grab—and keep—readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Brush up on grammar, punctuation, and usage

Communication skills are important for everyone, but especially for managers. In this issue of TD at Work, Ken O'Quinn walks managers through a process for crafting clear, effective prose. He provides guidance for organizing your thinking, creating your first draft, and fine-tuning your words to make them as clear as possible. "Business Writing for Managers" has specific tips to help you eliminate stuffy language that keeps readers at a distance and, instead, write lively prose that draws them in. His advice can help you with all kinds of messages, from short emails to lengthy proposals. This issue includes:

- before and after writing samples
- a process for effective editing
- suggestions for formatting
- advice for sharing difficult information
- tips for distinguishing yourself as a communicator.

The Revised and Updated 3rd edition of the clear, practical guide to business writing from a renowned corporate writing coach Since the first edition's publication in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as an excellent primer for anyone who writes on the job. Now revised and updated to cover e-mail, texts, and the latest social media technology, Business Writing uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

to follow

This early work is both expensive and hard to find in its first edition. It comprises a series of self-teaching lessons in rapid, plain, unshaded, coarse-pen, muscular movement writing for use in all schools, public or private, where an easy and legible handwriting is the object sought. Many of the earliest books, particularly those dating back to the 1900s and before, are now extremely scarce and increasingly expensive. We are republishing these classic works in affordable, high quality, modern editions, using the original text and artwork.

Express yourself clearly and confidently at work with this practical guide to written business English and global business English, for native and non-native speakers alike.

[Copyright: e5976d36c9e5345b59c2f66c2f89cf2f](#)