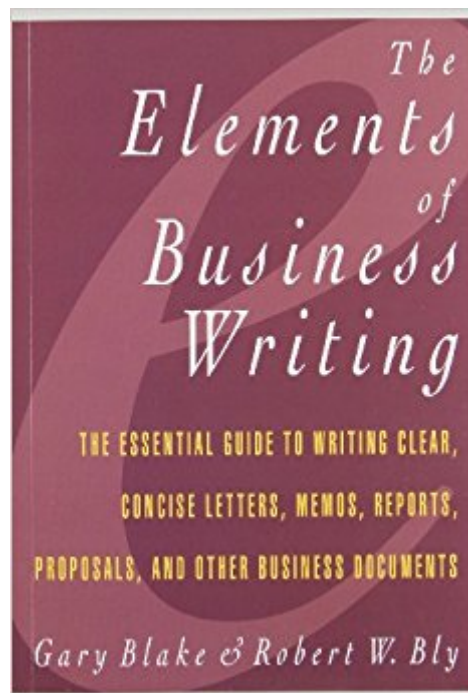




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Synopsis

From an interoffice memo to a fifty-page proposal, this is the definitive guide to business writing. Anyone who has ever had to write any business document will find "The Elements of Business Writing" the single most effective tool for producing clear, concise, and persuasive prose. Equally useful to executives and support staff, it shows how to: write clearly and powerfully; rid writing of jargon and pompous language; organize material effectively; and avoid errors in spelling, grammar, and usage.

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From an interoffice memo to a fifty-page proposal, this is the definitive guide to business writing. Anyone who has ever had to write any business document will find "The Elements of Business Writing" the single most effective tool for producing clear, concise, and persuasive prose. Equally useful to executives and support staff, it shows how to: write clearly and powerfully; rid writing of jargon and pompous language; organize material effectively; and avoid errors in spelling, grammar, and usage. (paper)

If you feel unsure about your business writing, pick up a copy of this book. It is easy to read and find the information you are looking for. It has a bit of humor in it. If you work with someone who cannot tell an Oxford comma from a comet, then accidentally leave this in their cubicle. I had a thorough English teacher in high school, so the book is full of review for me. However, it is a required textbook for my graduate writing class.

Product as advertised and fast shipping. Thanks

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Concise and easy to read and understand. Well planned book and great writing tool. Should be bought and used by writers of the spectrum.

The book arrived quickly and was exactly what I was expecting.

I did not need it too much...I already know most of the book I was looking for something new to suit my business needs.

I was looking for a handy reference for a business writing seminar. I know if the book isn't concise and clear and easy to use it will just gather dust, but this one, I am convinced, will be practical and worth way more than the others that are way more expensive. Following Strunk and White's formula, the authors give realistic, useful guidelines and tips for clear communication along with excellent examples for the application of each rule. The only drawback to this reference is that it hasn't been updated. As a 1991 guide, it will have to be augmented with more timely information. References to typewriters, for example don't do a lot for its credibility with students, and there are no guidelines for e-mail. Since e-mail etiquette and usage are big issues, especially for young workers entering a professional environment, this crucial lack would be enough to make me select another book--if I could find one. As it is, I will just create my own appendix to affix inside the cover.

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