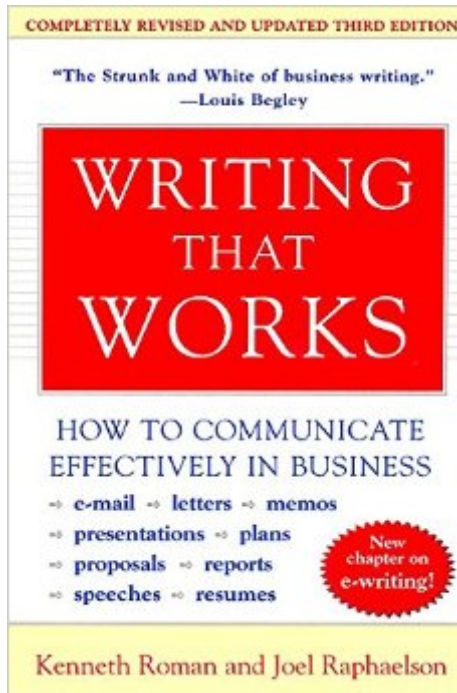


The book was found

Writing That Works; How To Communicate Effectively In Business



Synopsis

Writing That Works will help you say what you want to say, with less difficulty and more confidence. Now in its third edition, this completely updated classic has been expanded to include all new advice on e-mail and the e-writing world, plus a fresh point of view on political correctness. With dozens of examples, many of them new, and useful tips for writing as well as faster on a computer, Writing That Works will show you how to improve anything you write: Presentations that move ideas and action Memos and letters that get things done Plans and reports that make things happen Fund-raising and sales letters that produce results Resumes and letters that lead to interviews Speeches that make a point

Book Information

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Customer Reviews

This was a terrific book which I would recommend to all of my clients, colleagues and friends -- but not to my competitors. It gives too many good ideas on how to get your message across effectively, succinctly and clearly. The style is particularly effective -- bullet points with examples and real world examples of how to write more effectively. As a securities analyst following technology companies, I am in a very writing-intensive business, where I need to get my point across as effectively as possible in as few words as possible. At another level, I am alarmed by the caliber of writing that I see from people who we recruit -- people from major universities and graduate schools -- who are unable to write effectively. This book will be a useful tool for them -- better late than never.

If Strunk and White had gone to business school, this is the book they would have written. It's an antidote to the interminable memo, the pointless presentation, and the endless e-mail.

If you really want to get 100% of this book, don't buy the kindle version. It is horrible and poorly formatted.

I'm sure this was a great book at the time of publishing. But now, it's just very old fashioned. Many of the rules wouldn't apply these days, particularly on the web. I would have preferred a main focus on "writing that works", rather than a mix of different types of writing (letters, presentations, resumes, etc...). It doesn't cover any of those topics enough and you can definitely find online much better guides for each of them.

I am wordy, because I think it makes me sound smarter. This book tells me to get to the point and stop wasting the reader's time. This book is a wonderful resource for anyone who struggles to write effectively in business whether it's emails, notes, or on cocktail napkins.

Communicating the 'right' way is fundamental to business success. *Writing That Works* offers readers several 'right' ways to written communications. It is different from other guides in several ways:- It keeps current with times- It is clear, concise and informative- It addresses a broad group of business readers-students to CEOs- It is practical and easy to apply. Like a good mentor, this book will be an invaluable aid throughout one's business career.

This expanded version of an earlier edition of two seasoned advertising executive's original writing guide is something like *Elements of Style*, but aimed squarely at someone writing for business purposes (e.g., one of the ten chapters is "Asking for Money"). There is a useful afterword describing a dozen more books to help you write better. Recommended as a good starting point for any business person wanting to write more effectively.

This is a highly effective, easy-to-understand work that has significant benefits for anyone involved in business communications. The section on e-mails is particularly helpful given the increasing prevalence and lack of guidance/rules for this form of communication. Hearty thumbs-up!

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