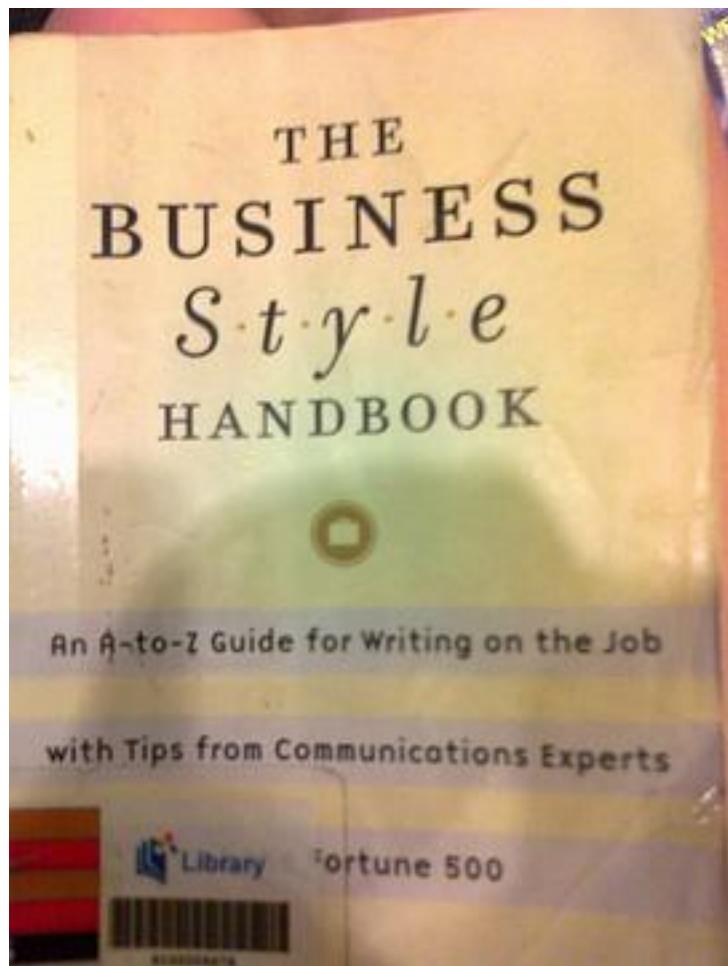


The Business Style Handbook



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Whether it is a letter, e-mail or memo, in business you are called on to write nearly every day. And the skill and polish of your writing style - more than any other factors -

will affect how your audience receives your message and responds to it. It's not easy to write well on the job - especially at a time when the language of business is rapidly evolving. Should you write e-business, eBusiness or E-business? Is it proper to refer to a client as senior vice president or Senior Vice President? Should long distance have a hyphen? Does resume have two accents? And how do you handle that Web address?"The Business Style Handbook" is today's most comprehensive, practical and easy-to-use guide for writing effectively on the job. This helpful reference grammar focuses on the writing issues identified as most important in the workplace by communications executives from the Fortune 500. Written in plain English, it is filled with tips and advice for improving your on-the-job writing skills. "The Business Style Handbook" provides more than 1,200 A-to-Z entries covering: usage; grammar; punctuation; spelling; and, style. Filled with business-focused guidance plus straight-talking recommendations from top communications professionals, "The Business Style Handbook" will be the most valuable desktop tool you buy this year. Keep it at your side to quickly - and dramatically - improve your business writing. Helen Cunningham and Brenda Greene each have more than 20 years' experience as business writers and editors. This includes working in the corporate world as well as in business publishing.

作者介绍:

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