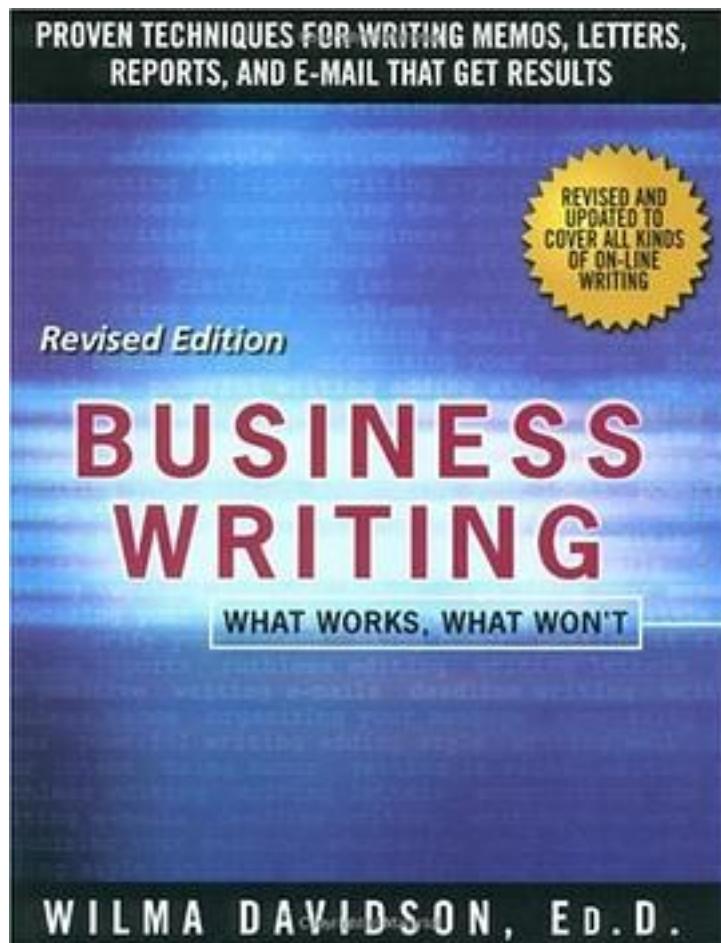


# Business Writing



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Getting ahead in business and building a career are more difficult than ever. The Self-Development for Success Series continues with four new titles, each aimed at improving key professional skills. The books allow employees to find out how good

they are, where there is room for development, and ways in which they can improve. Each title is full of exercises and questionnaires that will enable readers to undertake an ongoing assessment of their skills. Success at work means working smarter as well as harder; this collection of books gives employees a head start. Many people believe writing skills aren't that important. They couldn't be more wrong! The fact is, good writing skills are crucial to business success -- and should never be overlooked or taken for granted. Business Writing helps readers:

- Identify and focus their writing to gain maximum effect from each and every word
- Relearn the art of letter writing to appropriate and influential effect
- Understand the purpose of their writing and plan how to best get the message across.

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