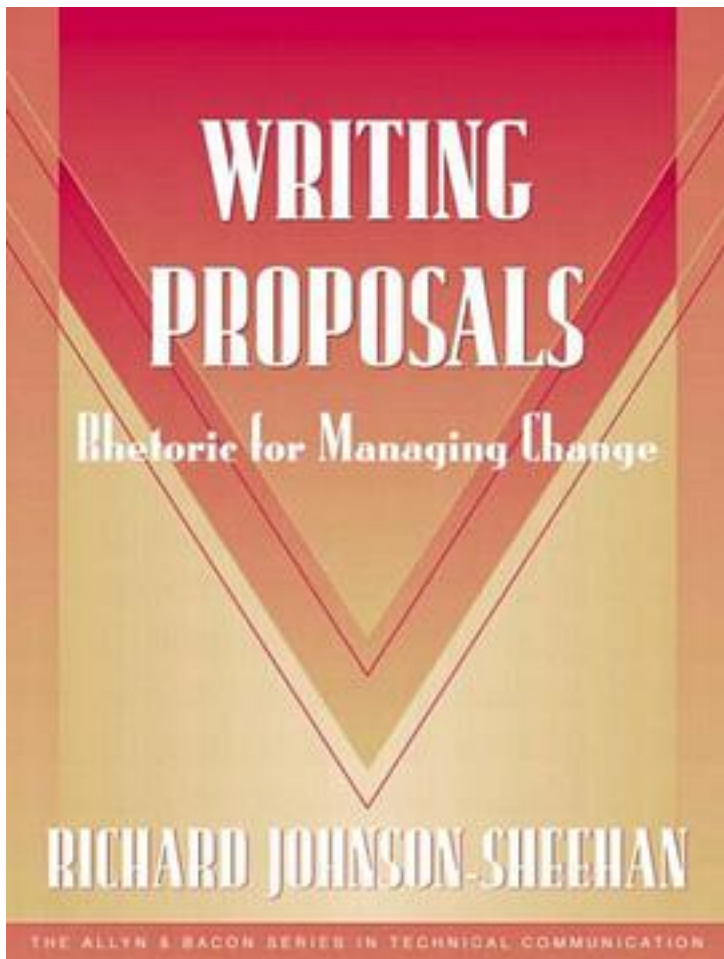# Writing Proposals

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Writing Proposals offers a comprehensive approach to proposal development which is often not found in other books on the subject. The book takes readers step-by-step through the development process, helping them invent their ideas, organize their

materials, write in plain and persuasive styles, and create an effective visual design. Another strength is that the book uses "visual learning" techniques to improve the readers' creativity as they write proposals. This text provides students with additional material frequently not found in other texts on writing proposals, including a full chapter on creating budgets, and thorough coverage of using the Internet. Founded on time-tested rhetorical principles that guide the field of technical/business/professional writing, this comprehensive and up-to-date text provides students with the full range of tools needed for them to develop sound, convincing proposals.

作者介绍:

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