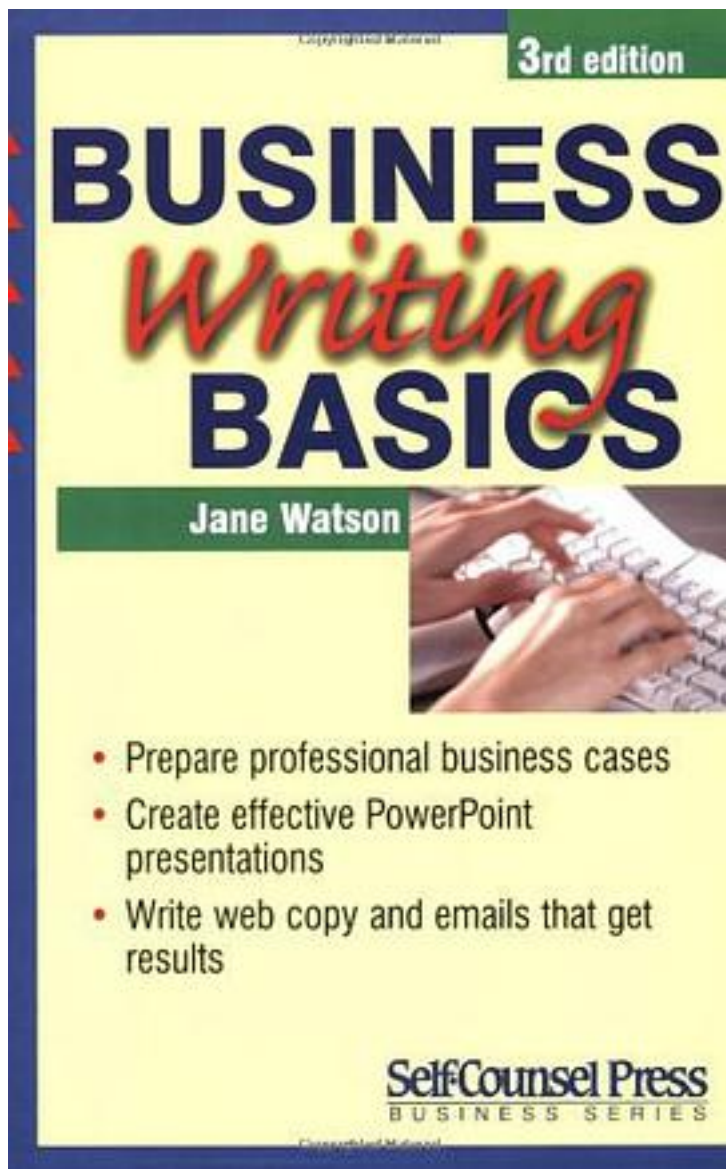# Business Writing Basics

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Prepare professional business cases Create effective PowerPoint presentations Write web copy and emails that get results Make a good impression on clients, colleagues, and even your employer with effective business writing skills. While a poorly written letter can embarrass an organization, a professionally penned document will enhance the image of both the company and the writer. Business Writing Basics includes 25 samples of both well-written and poorly written letters that readers can use as examples, and more than 200 useful tips that will enhance anyone's writing skills. This edition includes information on writing business cases, PowerPoint presentations, and professional emails. Learn how you can -- Adopt a "you" attitude when writing for the web Plan and write business cases and reports Create effective email and PowerPoint presentations Replace clichés and other antiquated phrases Use verbs that create powerful messages Avoid writer's block

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