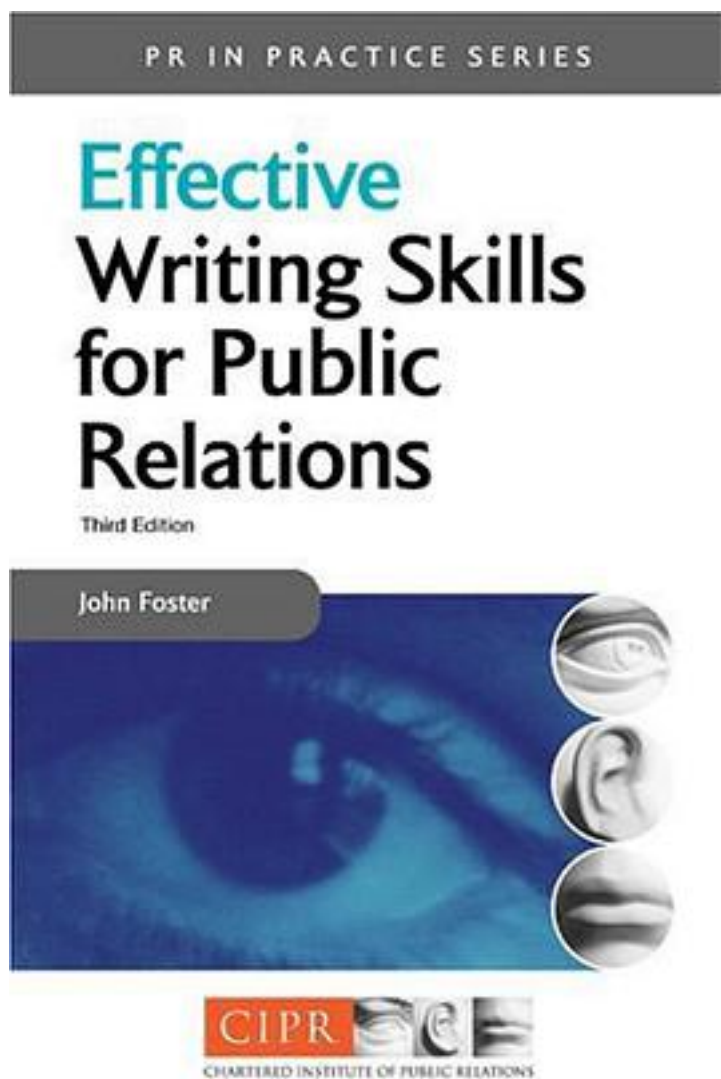


Effective Writing Skills For Public Relations



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'John Foster's book is a 'How To' guide that gives a solid grounding in the writing requirements of the PR business. It covers a lot of ground in a complex but rewarding subject.' - "Writing Magazine". "Effective Writing Skills for Public Relations" is a valuable reference source on the basis of style and presentation with helpful hints on making the best use of written communication. It advises on how to write concisely using jargon-free language whilst avoiding overused words and phrases. There is guidance on policing house style with emphasis on consistency and advice on punctuation, headlines and captions. As well as this, there are tips on what makes a good press release and how to use effective design and layout to produce easy to read text. Readers will also find help on public speaking, pronunciation and the standard writing skills needed in the office. This third edition includes five new chapters covering editing skills, the importance of written tone of voice, what makes a good annual report, the legal issues facing writers and the use of Americanisms. Standard proof correction marks are included together with a glossary of terms. This is an essential hands-on practical guide for anyone earning a living through the written or spoken word.

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