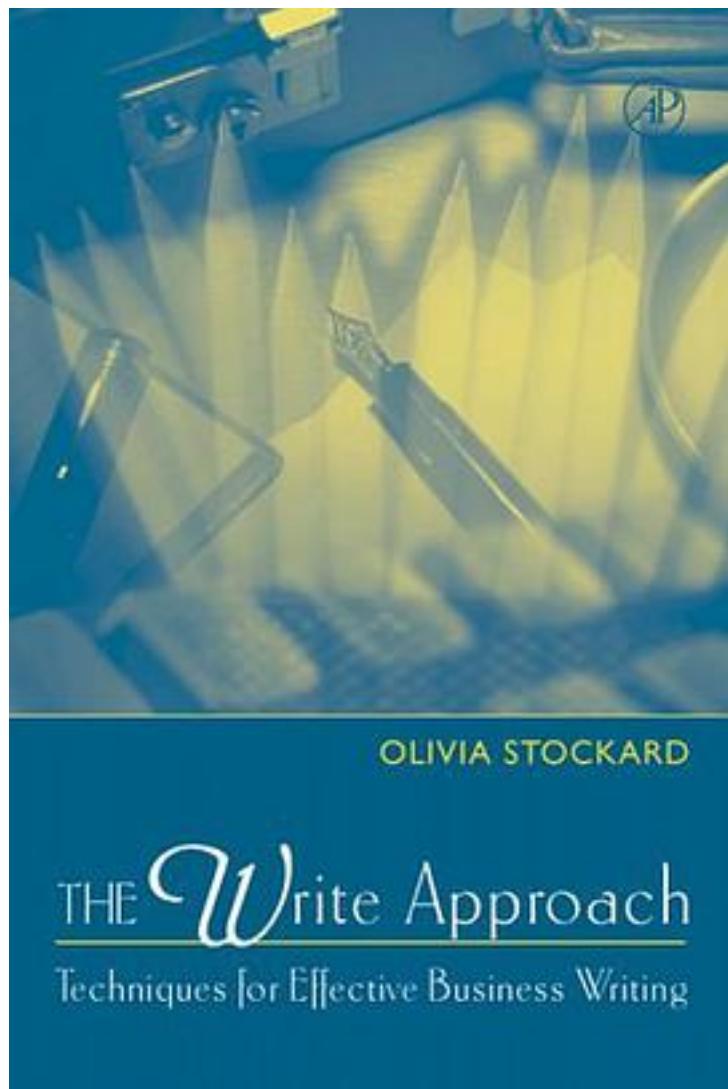


The Write Approach



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Olivia Stockard, a New York-based communications consultant, provides techniques to help business writers translate their skills in analysis and logic into successful letters, memos, and reports. Her examples are drawn from paper and electronic documents written in large corporations and small businesses. By judging writing samples and ultimately setting their own standards, readers learn how to evaluate business writing and improve it. It includes exercises, worksheets, and sample revisions and covers memos, letters, and ways to catch readers' eyes. It teaches how to judge writing quality and incorporates actual writing samples from large and small businesses. It emphasizes results-oriented writing.

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