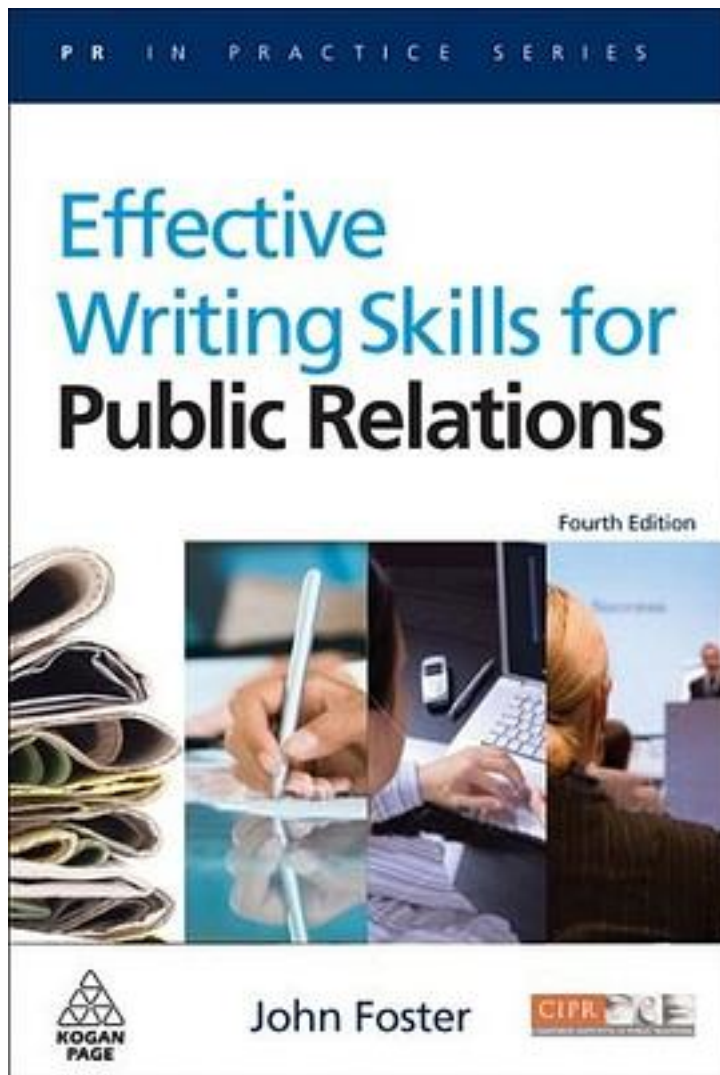


Effective Writing Skills for Public Relations (PR in Practice)



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出版者:Kogan Page

出版时间:2008-07-28

装帧:Paperback

isbn:9780749451097

Effective Writing Skills for Public Relations is a reference source on style and presentation with tips on making the best use of written communication. It gives advice on how to write concisely using jargon-free language while avoiding overused words and phrases. It includes advice on policing house style with attention to punctuation, headlines, captions, and overall consistency. Readers will also find help on public speaking, pronunciation and the standard writing skills needed in the office. The fourth edition includes new sections on websites, emails, and other online communication. Standard proof correction marks are included together with a glossary of terms. The author draws on the authority of established style guides, including the Oxford Guide to English Usage .

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