

How to Write Proposals That Produce



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著者: Bowman, Joel P./ Branchaw, Bernadine P.

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Writing successful proposals involves a sound understanding of what a proposal is and what it should do; knowledge of the proposal readers and the problem(s) they need solved; and the necessary oral and writing skills to present information clearly, concisely and persuasively. In "How to Write Proposals that Produce", authors Joel P. Bowman and Bernadine P. Branchaw thoroughly detail these principles through a step-by-step guide broadly designed for individuals, businesses and industries, technical writers, governmental agencies, and nonprofit organizations. The authors define a proposal, its purposes and its types; describe a variety of proposal audiences and their communication styles; outline their strategies for a proposal's success; and recount the writing process from a proposal's beginning to end. Nearly 50 examples of sample documents, abstracts, table of contents, formats and headings are provided. Each chapter ends with a review of its contents.

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