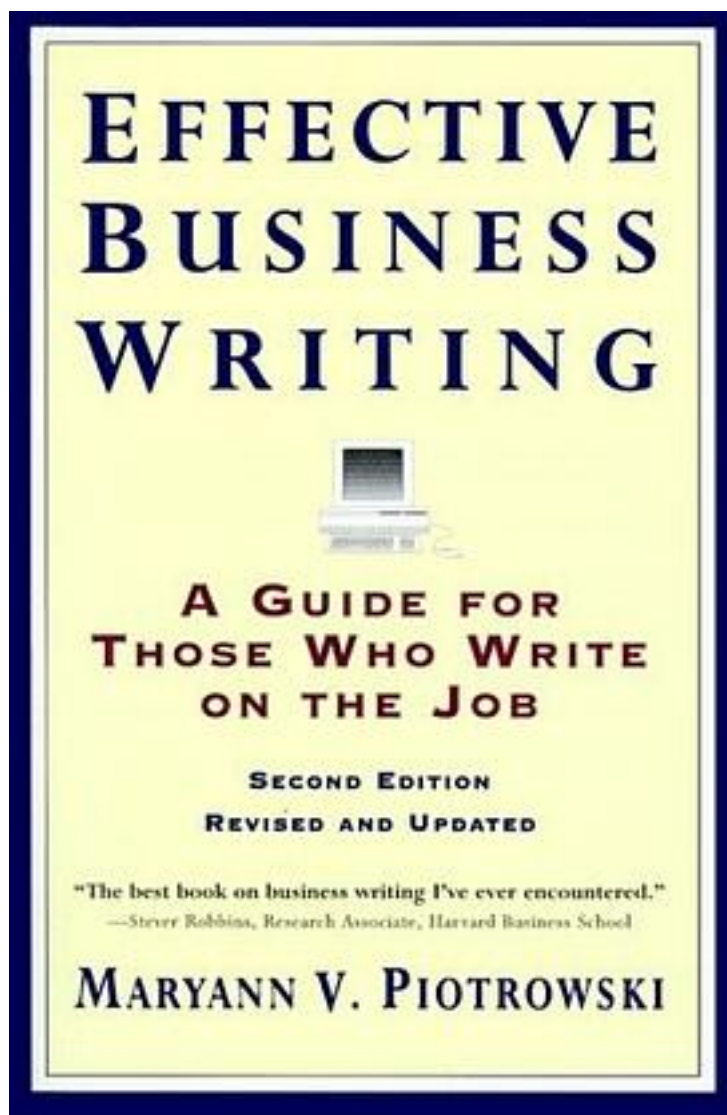


# Effective Business Writing



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Clear and distinctive written communications help project a favorable personal and corporate personality. Effective Business Writing will help readers formulate a systematic approach to writing that makes it easier and quicker to get the right words down, avoiding the dangers of bland and formulaic approaches. It is important to adopt the right style, create a clear and appropriate structure, and select the method - letter, fax or email - that suits one's purpose. Effective Business Writing teaches how to do this. It covers the advantages and disadvantages of email and how to make it productive, as well as the approach to take when writing longer documents such as reports and proposals. Every executive or manager who has to put pen to paper, "whether their communications are external or internal, and who wants to be understood and make their messages count will find Effective Business Writing valuable.

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