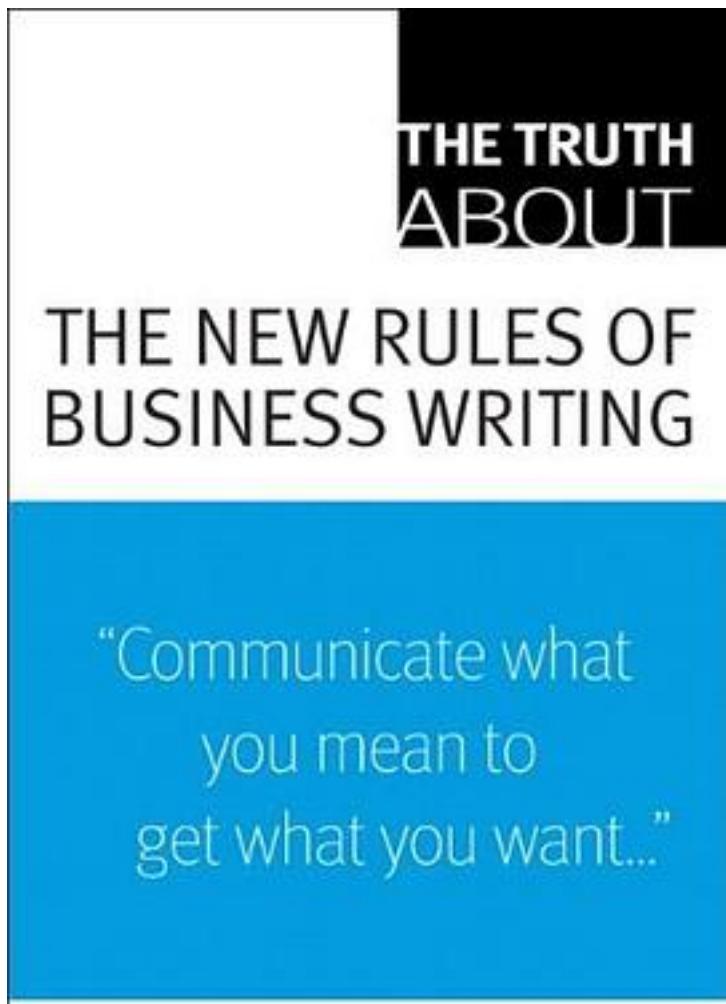


# The Truth About the New Rules of Business Writing



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Give yourself a powerful competitive advantage by becoming a better business writer. Better writers get better jobs and more promotions; they persuade people through emails, Web sites, presentations, proposals, resumes, grant proposals, you name it. Businesses know this: that's why they spend \$3 billion a year helping their employees become more effective writers. *The Truth About the New Rules of Business Writing* shows you how to master the art of effective business communication replacing the old standards of jargon, pomposity, and grammar drills with a simple, quick and conversational writing style. Authors Natalie Canavor and Claire Meiowitz demonstrate how to plan and organize your content; make your point faster; tell your readers what's in it for them; construct winning documents of every kind, print and electronic, even blog entries and text messages! *The Truth about the New Rules of Business Writing* brings together the field's best knowledge, and shows exactly how to put it to work. With an "aha" on every page, it presents information in a clear, accessible style that's easy to understand and use. Written in short chapters, it covers the entire field, cuts to the heart of every topic, pulls back the curtain on expert secrets, and pops the bubble of commonly-held assumptions. Simply put, this book delivers easy, painless writing techniques that work.

作者介绍:

纳塔莉·卡纳沃尔 (Natalie Canavor) 为纽约最大的教育机构创建了四个全美发行的, 涉及商务、专业受众以及定向传播的杂志。

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纳塔莉和克莱尔共同拥有并合作经营C & M商业写作服务公司

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## 【1】英文

Business

评论

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书评

循序渐进的写作顺序：1) 确定你的目标：有哪些要传达的信息？期望取得什么结果？  
2) 考虑你的受众对象：他们是谁？对于读者个人或者受众群体，你都有哪些了解？  
3) 基于问题1和2的回答，确定正确的写作语气和写作形式；  
4) 基于你自己的回答来筹划要写的内容；5) 按照自己的...

一本书不可能让所有的人都满意，也不可能做到书中的所有章节对你都有收获。在我看来，一本书只要有一句话启发了我，这本书的价钱就值回去了。如果说有一个章节能帮到我，那就更好了。如果能有多个章节对我有影响，那简直就是超值。当然，这里有一个前提，作者和译者都是认真对...

非常实用的一本实用写作指导书。52写作秘密涉及商务写作的方方面面，既有一般性的原则，让人明白什么是好的写作，也有具体的指导，电子邮件、求职信、简历、博客、甚至短信，想写好这些，都可以从中找到一些常人未道的实用秘诀。装帧、印刷都不错，可以留一本在手边做参考。

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