

Fundamentals of business writing

Mancuso, Joseph C., author

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Abstrak

A ground-breaking approach to writing with a greater focus on planning and revising documents. When you complete this book, you will know how to write with clarity and style, so your ideas come across clearly and quickly. You'll become a sharp-eyed critic, constantly spurring yourself to do better. Best of all, you'll learn by doing?by building and evaluating your own business letter. You'll discover how to avoid writer's block by making writing a process with a beginning, middle, and end. You will learn how to: ? Sharpen your competitive edge through good, clear writing ? Make sure your written words say exactly what you mean ? Identify words and phrases that get in the way of clear, concise communication ? Quickly analyze, organize, write, and revise any document ? Use expressive words; keep sentences and paragraphs short; keep thoughts simple ? Use techniques that involve the reader and create the feeling of personal communication ? Format documents so they're inviting to look at and easy to read. This is an ebook version of the AMA Self-Study course. If you want to take the course for credit you need to either purchase a hard copy of the course through amaselfstudy.