



Business Writing Basics (Self-Counsel Business)

Jane Watson

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Effective writing makes a positive impression on clients, colleagues, and employers. While a poorly written document can embarrass an organization, a professionally penned document will enhance the image of both the company and the writer. This new and updated edition includes new information on writing business cases, PowerPoint presentations, and professional emails. Business Writing Basics includes 25 samples of both well-written and poorly written letters that readers can use as examples, and more than 200 useful tips that will enhance anyone's writing skills. Learn how you can:

Adopt a "you" attitude when writing for the web

Plan and write business cases and reports

Plan and write reports

Replace clichés and other antiquated phrases

Use verbs that create powerful messages

Avoid writer's block



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