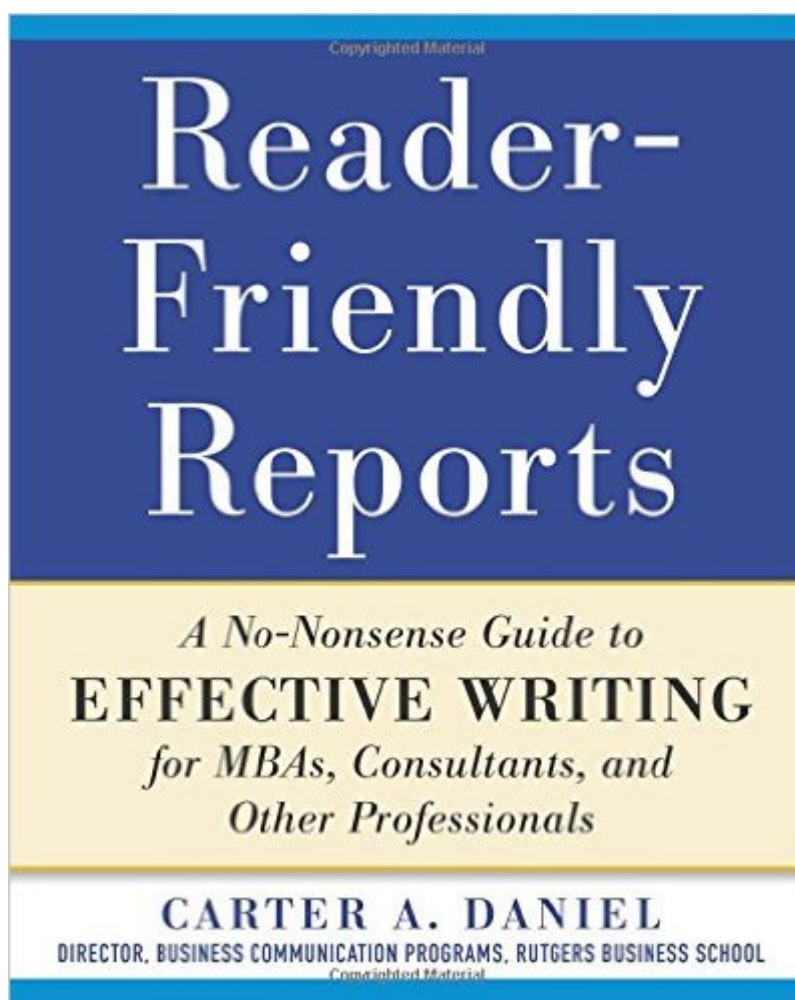


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# Reader-Friendly Reports: A No-nonsense Guide To Effective Writing For MBAs, Consultants, And Other Professionals



## Synopsis

The book that has taught thousands of students how to write winning business reports For more than 30 years, Carter A. Daniel has been teaching MBA students at Rutgers University the art of effective business communication with the aid of his eminently practical guide Reader-Friendly Reports. Now available to the public for the first time, this beloved resource gives you everything you need to translate your hard-won figures, conclusions, and insights into concise and powerful reports. No definition of communication, no history, no theory, no diagrams Reader-Friendly Reports simply shows you how to: Target your audience Determine your purpose Develop your points Organize your ideas Make smooth transitions Conduct research Illustrate with clear graphs and charts Reader-Friendly Reports (the "Daniel Manual") is the A to Z guide to ensuring you meet your first priority: making sure people can understand and remember your report from beginning to end.

## Book Information

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## Customer Reviews

Despite what the digerati say, the written word remains one of the most powerful forms of communication. Unfortunately the number of good business writers is few and the amount of business writing is great. Carter Daniel has created a helpful, instructional and accessible tool for people who have to make the transition from writing academic reports to creating business communications. Reader-friendly reports presents the basic rules of good business writing in the style of Strunck and White's elements of style. The book is organized around elements of the writing

as opposed to elements of the idea or communication, that can be found in Barbara Minto's Pyramid Principle. Daniel's organization and approach makes the book accessible for those entering the workforce. Professionals looking to brush up their writing will have to work a little harder as they 'go back to school.' It is well worth the effort. Learning how to write a powerful, persuasive and readable business report is tough work that often requires breaking bad habits or habits that worked in school but not in the business world. This book helps you do this on your own by pointing out weak points and providing positive examples. This book is not just for MBAs or Consultants, rather its applicable to everyone. Highly recommended for anyone entering the workforce. This book should be part of the welcome kit for new college hires. The book is recommended for professionals who are taking on a new job or promotion, particularly one into the management ranks or senior management ranks where written communication is sometimes the only form of communication. Strengths: The book is clearly organized around the major elements and issues associated with business writing.

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