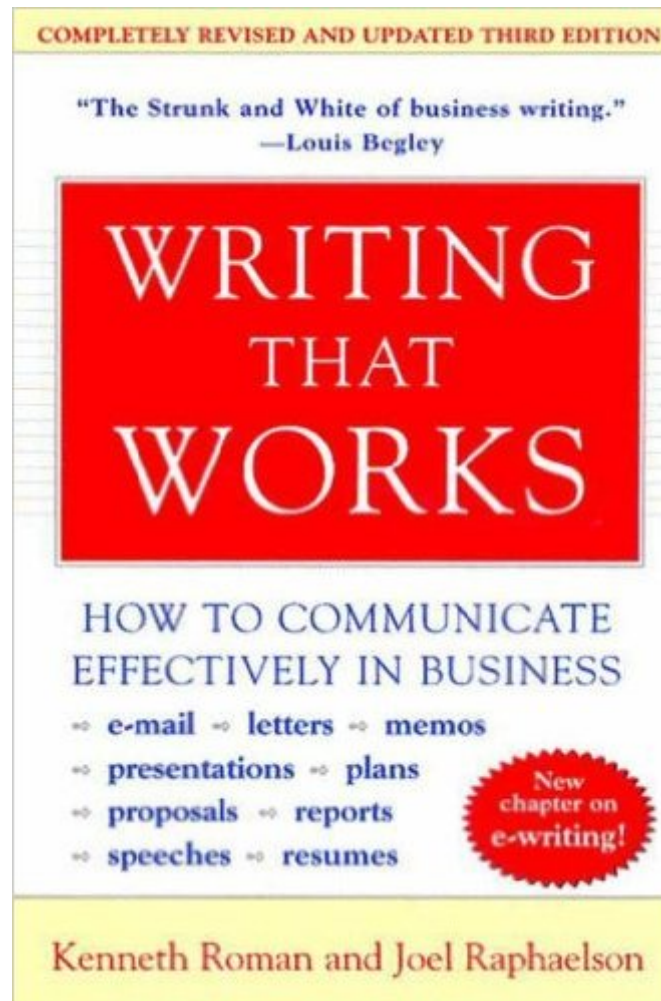


The book was found

# Writing That Works, 3e: How To Communicate Effectively In Business



## Synopsis

Writing That Works will help you say what you want to say, with less difficulty and more confidence. Now in its third edition, this completely updated classic has been expanded to include all new advice on e-mail and the e-writing world, plus a fresh point of view on political correctness. With dozens of examples, many of them new, and useful tips for writing as well as faster on a computer, Writing That Works will show you how to improve anything you write: Presentations that move ideas and action Memos and letters that get things done Plans and reports that make things happen Fund-raising and sales letters that produce results Resumes and letters that lead to interviews Speeches that make a point

## Book Information

File Size: 352 KB

Print Length: 210 pages

Page Numbers Source ISBN: 0060956437

Publisher: Collins Reference; 3rd revised edition (August 31, 2010)

Publication Date: August 31, 2010

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B0040GJDSA

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #67,225 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #32 in Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing #46 in Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations #65 in Books > Business & Money > Skills > Business Writing

## Customer Reviews

This was a terrific book which I would recommend to all of my clients, colleagues and friends -- but not to my competitors. It gives too many good ideas on how to get your message across effectively, succinctly and clearly. The style is particularly effective -- bullet points with examples and real world examples of how to write more effectively. As a securities analyst following technology companies, I

am in a very writing-intensive business, where I need to get my point across as effectively as possible in as few words as possible. At another level, I am alarmed by the caliber of writing that I see from people who we recruit -- people from major universities and graduate schools -- who are unable to write effectively. This book will be a useful tool for them -- better late than never.

If Strunk and White had gone to business school, this is the book they would have written. It's an antidote to the interminable memo, the pointless presentation, and the endless e-mail.

If you really want to get 100% of this book, don't buy the kindle version. It is horrible and poorly formatted.

I'm sure this was a great book at the time of publishing. But now, it's just very old fashioned. Many of the rules wouldn't apply these days, particularly on the web. I would have preferred a main focus on "writing that works", rather than a mix of different types of writing (letters, presentations, resumes, etc...). It doesn't cover any of those topics enough and you can definitely find online much better guides for each of them.

I am wordy, because I think it makes me sound smarter. This book tells me to get to the point and stop wasting the reader's time. This book is a wonderful resource for anyone who struggles to write effectively in business whether it's emails, notes, or on cocktail napkins.

Communicating the 'right' way is fundamental to business success. *Writing That Works* offers readers several 'right' ways to written communications. It is different from other guides in several ways:- It keeps current with times- It is clear, concise and informative- It addresses a broad group of business readers-students to CEOs- It is practical and easy to apply. Like a good mentor, this book will be an invaluable aid throughout one's business career.

This expanded version of an earlier edition of two seasoned advertising executive's original writing guide is something like *Elements of Style*, but aimed squarely at someone writing for business purposes (e.g., one of the ten chapters is "Asking for Money"). There is a useful afterword describing a dozen more books to help you write better. Recommended as a good starting point for any business person wanting to write more effectively.

This is a highly effective, easy-to-understand work that has significant benefits for anyone involved in business communications. The section on e-mails is particularly helpful given the increasing prevalence and lack of guidance/rules for this form of communication. Hearty thumbs-up!

[Download to continue reading...](#)

Writing That Works; How to Communicate Effectively In Business Writing That Works, 3e: How to Communicate Effectively in Business People Tactics: Become the Ultimate People Person - Strategies to Navigate Delicate Situations, Communicate Effectively, and Win Anyone Over (People Skills) People Tactics: Strategies to Navigate Delicate Situations, Communicate Effectively, and Win Anyone Over BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Writing That Works: Communicating Effectively on the Job, 11th Edition Writing That Works: Communicating Effectively on the Job Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) The SAP Green Book: A Business Guide for Effectively Managing the SAP Lifecycle REAL ESTATE: A Guide for First Time Agents to Effectively Grow Your Business From Nothing to a Sustainable Growing Career (Beginner's Guide, Career Management, Lead Generation, Real Estate Investors) The Crowdfunding Myth: Legally and Effectively Raising Money for your Business Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Resume Writing for IT Professionals - Resume Magic or How to Find a Job with Resumes and Cover Letters: Google Resume, Write CV, Writing a Resume, Get Job, IT Resume, Writing CV, Resume CV Resume: [ORIGINAL] Writing 2016 The ULTIMATE, Most Up-to-date Guide to Writing a Resume that Lands YOU the Job! (Resume, Resume Writing, CV, Jobs, Career, Cover Letter, Profile Hacks) Resume: How To Write A Resume Which Will Get You Hired In 2016 (Resume, Resume Writing, CV, Resume Samples, Resume Templates, How to Write a CV, CV Writing, Resume Writing Tips, Resume Secrets) 2K to 10K: Writing Faster, Writing Better, and Writing More of What You Love How to Write a Song: Lyric and Melody Writing for Beginners: How to Become a Songwriter in 24 Hours or Less! (Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises) How to Write a Song: Beginner's Guide to Writing a Song in 60 Minutes or Less (Songwriting, Writing better

lyrics, Writing melodies, Songwriting exercises Book 1)

[Dmca](#)