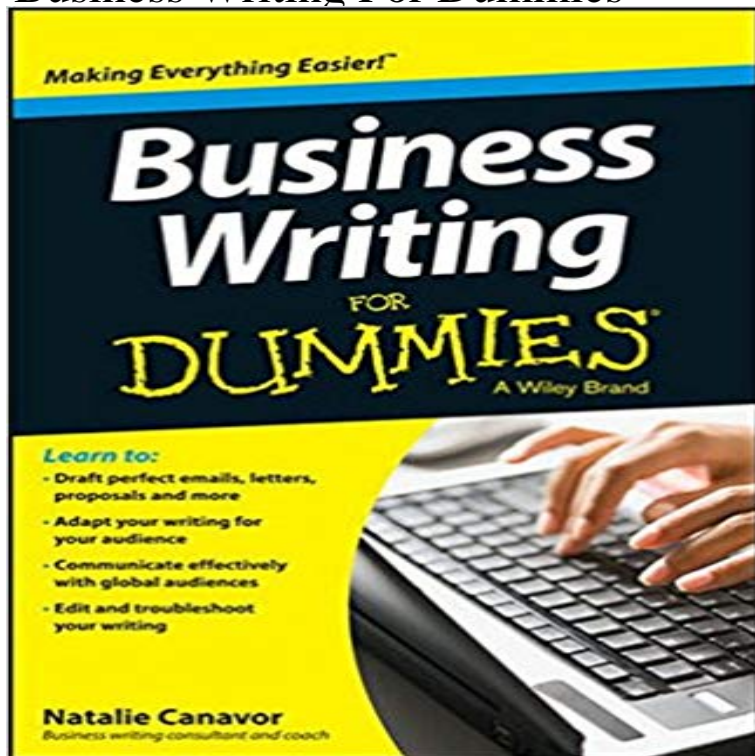


Business Writing For Dummies



How many pieces of paper land on your desk each day, or emails in your inbox? Your readers – the people you communicate with at work – are no different. So how can you make your communication stand out from the pile and get the job done? Whether you're crafting a short and sweet email or bidding for a crucial project, *Business Writing For Dummies* is the only guide you need. Inside you'll find: The basic principles of how to write well How to avoid the common pitfalls that immediately turn a reader off Crucial tips for self-editing and revision techniques to heighten your impact Lots of practical advice and examples covering a range of different types of communication, including emails, letters, major business documents such as reports and proposals, promotional materials, web copy and blogs – even tweets The global touch – understand the key differences in written communication around the world, and how to tailor your writing for international audiences

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