

How to sharpen your business writing skills

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Abstrak

An opportunity to update writing skills and excel in today's e-writing environment. Packed with practical advice attuned to current business writing and presentation challenges, this book features special strategies to speed online research and guidelines for creating safe and savvy e-mail. Through interactive, self-directed exercises, you'll acquire the techniques that professional writers use to research, draft, compose, and edit their work. Examples and checklists will keep you on track as you practice writing better letters, memos, proposals, reports, and e-mail (with its own rules and etiquette). If you struggle to find the words and tone appropriate for given situations, you'll appreciate the advice on selecting language that works. There's also plenty of help with those niggling questions about grammar and punctuation. This book will help make your writing more effective, polished, and direct. It will distinguish you and help you move ahead, whether you're an administrative assistant or company officer. This book will help you: ? Identify your audience ? Organize your material ? Write clearly and effectively ? Master the steps of editing and rewriting ? Conduct online research thoroughly and quickly ? Compose e-mail that communicates your message efficiently ? Avoid common pitfalls of electronic communications ? Use writing to eliminate misunderstandings. 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.