



Schaum's Quick Guide to Great Business Writing

By Suzanne Fitzgerald, Suzanne Sparks

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This straight-to-the-point guide will help you develop a vigorous style of writing for all your business communications—whether to professors, prospective employers, business colleagues, clients or customers. It shows you how to command and keep your reader’s attention, inform, instruct and persuade, enlist respect and prompt a positive response. It even tells you how to couch bad news. You’ll find time-tested formats you can adapt right away for your correspondence and reports. And dozens of do’s and don’ts save you time and help you steer clear of common errors. Thoughtful questions and invaluable checklists make important points memorable.

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Editorial Review

From the Back Cover

Great business writing...The Schaum's Way. Eliminate the old, deadly cliches. Draft concise, authoritative business communications that: get your point across quickly and effectively; inform, instruct, and persuade; prompt positive responses. Let this succinct guide with its formats help you project your best self in all your business correspondence. Look to Schaum's Quick Guides for: step-by-step guidance to help you move quickly through the essentials; do's and don'ts for avoiding common errors; clear explanations of effective writing tips; checklists and exercises for fast skill-building.

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