

Synopsis

First published by Griffin in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as a steady seller and an excellent primer for anyone who writes on the job. Newly revised to cover e-mail, texts, and the latest word social media technology, the book uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

Book Information

Paperback: 336 pages

Publisher: St. Martin's Griffin; 3 edition (December 8, 2015)

Language: English

ISBN-10: 1250075491

ISBN-13: 978-1250075499

Product Dimensions: 6.9 x 0.9 x 9.1 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (6 customer reviews)

Best Sellers Rank: #127,856 in Books (See Top 100 in Books) #130 in [Books > Business & Money > Skills > Business Writing](#) #35168 in [Books > Reference](#)

Customer Reviews

This is an excellent book on writing. It should be mandatory reading for everyone who will ever try to communicate ideas to others. It is a good guide for business and everyday writing. Unfortunately, these skills have been taken for granted, or even ignored, until we are required to prepare a formal communication. The author clearly demonstrates why all should become better writers. She shows how we all do even more writing in the age of electronic communication and social media. Her writing tips are immediately useful and entertainingly presented. I highly recommend this book.

This book is full of tips for getting started, organizing your thoughts, and ensuring your message is effective. Examples of correct/incorrect grammar make it easy to understand and apply. Edited memos show before and after changes to demonstrate what works. Tips, tricks, and examples of all types of writing are included. This is a great refresher and reference for everyone wanting to get to the point.

Getting started, even writing a review can be daunting. This book gives the business person a

practical guide to writing. The exercises and examples help chart the way. Writing is so important to business success that the pressures to do well are huge. I think that the author has really done an amazing job zeroing in on not only what constitutes good writing, but how to get there.

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