



Business Writing: What Works, What Won'T

By Wilma Davidson

St Martin's Press. Paperback. Book Condition: new. BRAND NEW, Business Writing: What Works, What Won'T, Wilma Davidson, Do your business memos get the results you want? Do you panic when it's time to write the year-end sales report, or that deal-clinching letter to a potential client? If so, you're not alone. Like you, many people who write on the job feel unsure about their skills, and wish there were simple guidelines for getting started and expressing themselves in winning ways. This practical, fun, confidence-boosting guide offers exactly those guidelines. Author Wilma Davidson shares her fifteen years of experience as a corporate writing coach, delivering the essential information, motivation, and inspiration needed to write more effectively on the job. Using dozens of sample letters, memos, and other real-office documents, plus engaging exercises and copious illustrations, Davidson covers every aspect of business writing, from conquering writer's block, to revising first drafts, to finessing the finer points of structure, argument, and style.



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