



Business Writing: What Works, What Won't

By Wilma Davidson

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A thorough, accessible, and results-oriented guidebook intended for today's business environment, *Business Writing: What Works, What Won't* offers the first and last word on writing memos, business letters, reports, and all other kinds of business documents. Wilma Davidson, a veteran corporate writing coach whose clients have included M&M Mars, Johnson & Johnson, Anheuser-Busch, and several other Fortune 500 companies, uses clear and memorable examples, charts, cartoons, and anecdotes to convey exactly what succeeds--and what fails--in written business communication.

This new edition of *Business Writing* has been fully revised and updated to cover e-mail, Palm Pilots, and the latest in word processor technology. It will be an indispensable reference for all students of business and management--a book that answers questions about style, provides guidance in matters of grammar, and reveals countless insights about writing with precision, confidence, humor, and eye-catching effectiveness.

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Editorial Review

From Library Journal

Business writing manuals tend to fall into two traps. One is dwelling on how much business people hate to write because of bad teachers in school (no one wants to admit that writing takes thinking). The other is inconsistency in tone-trying to use everyday business language but lapsing into quoting Shakespeare in Latin. This book avoids both traps. It has a good format for use in seminars and classes: Chapters are short and contain exercises and examples, humor, and illustrations to make their points clear and memorable. This book suggests some useful activities that don't often appear in similar manuals, such as clustering and writing dialog to get started, and wisely emphasizes getting the first draft done before doing any editing. Davidson is a 15-year veteran of teaching writing seminars in the corporate world for such companies as AT&T and Johnson & Johnson. Her manual is appropriate for public, academic, and corporate libraries.

Nancy Shires, East Carolina Univ., Greenville, N.C.

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From the Back Cover

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.

About the Author

Wilma Davidson, Ed. D., is a writing and presentation-skills coach. Her clients include corporations throughout the Fortune 500. She lives in East Greenwich, Rhode Island, and Longboat Key, Florida.

Users Review

From reader reviews:

Ruth Powers:

Have you spare time for the day? What do you do when you have a lot more or little spare time? Yeah, you can choose the suitable activity for spend your time. Any person spent their very own spare time to take a wander, shopping, or went to the actual Mall. How about open or maybe read a book allowed Business Writing: What Works, What Won't? Maybe it is being best activity for you. You recognize beside you can spend your time using your favorite's book, you can more intelligent than before. Do you agree with it is opinion or you have other opinion?

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