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A guide to successful business writing offers a ten-step way to improve communications describing how to organize material, construct clear sentences, choose the right tone, and edit and refine writing.

A useful guide to all the stages of the writing process. Effective Writing guides the writer through all the stages of the writing process: planning, critical thinking, generating and organizing ideas, writing the draft, revising, and designing for presentation. Throughout the text, Effective Writing stresses coherence, conciseness, and clarity as the most important qualities of the writing done by accountants. This edition includes many new and revised assignments that reinforce the concepts covered in the text, as well as coverage on ethics in communication.

SUCCESSFUL WRITING AT WORK, 11th Edition, features an abundance of real-world examples and problems, an accessible writing style, and detailed guidelines for planning, drafting, revising, editing, formatting, and producing professional documents and graphics in the global workplace. Students are presented with topics in four logically sequenced sections, beginning with a discussion of the writing process and collaboration, followed by material on basic business communications (including e-communications and social media), letters, and resumes; conducting research and documenting sources; and more advanced tasks such as preparing visuals, websites, instructions, procedures, proposals, short and long reports, and presentations. With each new writing assignment, students learn to become effective problem solvers, to work effectively as members of a collaborative team, to understand their global audience, and to select the best communication technologies to accomplish their goals. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Whether writing to inform others on a particular area of expertise or looking upon writing as an enjoyable way to escape into a fictional world, this practical book aims to help readers improve their writing skills. Each chapter provides a guide through a variety of writing techniques with exercises aimed at helping readers to become more effective writers. It examines how to approach work from different angles, how to bring a fresh slant to non-fiction pieces and how to involve yourself in the lives of your fictional characters. The book also explores the specialized techniques involved in writing for children.

KEYS TO SUCCESSFUL WRITING: A HANDBOOK FOR COLLEGE AND CAREER provides career-oriented students with guidance on writing, research, grammar, style, usage and the importance of writing in their future success. Spiral-bound and tabbed for easy reference, each section provides a profile of the role writing plays in a variety of professions that students might find surprising -- a chef, an accountant, an industrial designer, a nurse, a paralegal, a police officer, an information technology professional, an arts professional, a brand manager, and an engineer. Examples from these professions and others appear throughout the book so that students can see the importance of writing in their areas of professional interest, as well as in their college work. Exercises are provided for additional support at the end of tabbed sections and are cross-referenced to the relevant material. Key Point boxes are included for quick-reference summaries of essential information. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Packed with real-world examples, SUCCESSFUL WRITING AT WORK: CONCISE, 4e delivers a practical yet succinct introduction to effective workplace writing for a variety of communication tasks. Based on the market-leading SUCCESSFUL WRITING AT WORK, 10e, the CONCISE edition covers the most essential skills for effective workplace communication. The text begins with writing basics, emphasizing the characteristics of effective writing, the writing

process, ethics, and the importance of audience. It covers basic business correspondence, walks students through formatting letters for a variety of business situations, and features a step-by-step chapter on getting a job. More advanced chapters focus on document design and visuals, writing instructions and procedures, writing reports, proposals, and making business presentations. The Fourth Edition emphasizes ethical considerations throughout as well as integrates guidelines for greening the workplace. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This is an engaging and practical introduction to the elements of grammar, sentence structure, and style that you need to write well across a range of academic, creative, and professional contexts, deftly combining practical strategies with scholarly principles. The second edition includes updated material based on a longstanding commitment to writing and to best international practice. It includes advice on reading; language; grammar and style; structuring; designing; paragraphing; punctuation; workplace and academic documents; digital writing for social media; and revising, editing, and proofreading. How Writing Works should be on the desk of everyone who needs to write: students, professionals in all fields, and creative writers. It is an essential handbook for working writers and writing workers in the contemporary writing-reliant workplace. The accompanying companion website includes video interviews and presentations from leading grammarians including Professor David Crystal and Professor Geoff Pullum, in addition to online quizzes and activities to support readers' learning.

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