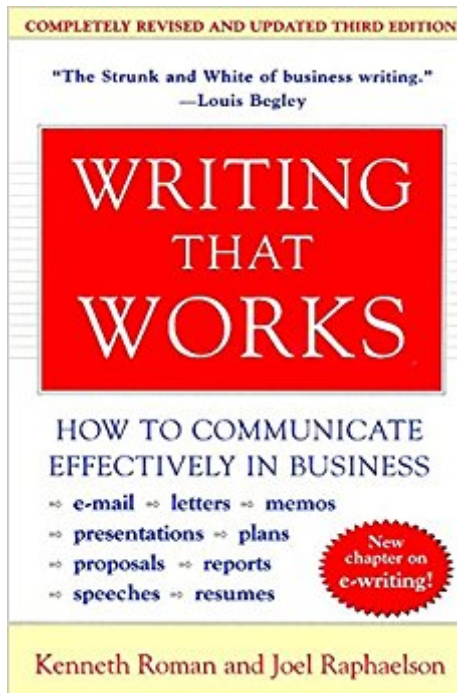




The book was found

Writing That Works; How To Communicate Effectively In Business



Synopsis

Writing That Works will help you say what you want to say, with less difficulty and more confidence. Now in its third edition, this completely updated classic has been expanded to include all new advice on e-mail and the e-writing world, plus a fresh point of view on political correctness. With dozens of examples, many of them new, and useful tips for writing as well as faster on a computer, Writing That Works will show you how to improve anything you write: Presentations that move ideas and action Memos and letters that get things done Plans and reports that make things happen Fund-raising and sales letters that produce results Resumes and letters that lead to interviews Speeches that make a point

Book Information

Series: Writing That Works: How to communicate effectively in business

Paperback: 193 pages

Publisher: Collins Reference; 3rd revised edition (August 22, 2000)

Language: English

ISBN-10: 0060956437

ISBN-13: 978-0060956431

Product Dimensions: 5.3 x 0.5 x 8 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 110 customer reviews

Best Sellers Rank: #10,372 in Books (See Top 100 in Books) #17 in [Books > Business & Money > Skills > Business Writing](#) #73 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills](#) #78 in [Books > Business & Money > Skills > Communications](#)

Customer Reviews

Effective writing skills are invaluable in today's business world-- but they're also in short supply. In this concise book, Kenneth Roman and Joel Raphaelson offer an abundance of practical tips for helping your written and oral communications get the results you want. -- William C. Steere, Jr., Chairman and CEO, Pfizer, Inc. Clear, concise communications that make the right point will launch your career or business to new heights. This book will show you how. -- Robert Seelert, Chairman, Saatchi & Saatchi PLC In advertising, the challenge is to find the one simple, inspired thought that makes a consumer buy a product. This book helps all of us in the business world use the same discipline when we communicate our own thoughts to each other. -- Peter Georgescu, Chairman Emeritus, Young & Rubicam Inc. "Ken Roman and Joel Raphaelson's "Writing That Works" works.

Whether you are writing a brief e-mail, or a lengthy report, it provides clear and concrete ideas for improving your written communications!" -- Jay W. Lorsch, Louis E. Kirstein Professor of Human Relations, Harvard Business School

Kenneth Roman, former Chairman and CEO of Ogilvy & Mather Worldwide, is active on corporate and nonprofit boards. Joel Raphaelson, former Executive Creative Director of Ogilvy & Mather Worldwide, lectures on writing.

Love this book. I have given this book to many of my valuation associates to improve their business writing skills.

Nice resource to have at your disposal to ensure your writing style is reflective of your message and intended audience.

Some great new insights and necessary reminders of lessons learned but forgotten over time. A valuable book, one that I hope to re-read for years to come because of its simple presentation and quality content.

Great, straight-forward tips on how to write well. A good primer or refresher for anyone who needs one.

This book is a must-read. It is short, succinct and relevant - even (or especially) in our era of email, text messaging and social media. While the book is getting dated, the principles of Keep It Simple Stupid, short and to the point, and use proper grammar - including examples. We all need reminders of how to write effectively, and it is a skill that degrades over time. Email and social media make it worse. Read and refresh. Great for students as well.

Great, easy to read, sometimes entertaining book with lots of examples and very useful for someone that uses English as a second language.

This book really sets the reader straight over what to do and what not to do. The authors don't believe in being verbose or indirect.

It is easy to read and the content helps a lot. The author uses many examples to demonstrate what and why to follow his rules to write better.

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