



Instant-Answer Guide to Business Writing: An A-Z Source for Today's Business Writer

Deborah Dumaine

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Fast, accurate answers to all your business writing questions will be at your fingertips when you put this handy, carry-it-anywhere reference to work for you. Packed with practical guidance and real-world examples, it helps you

- write better business documents in half the time
- design winning proposals
- generate e-mail that commands attention
- create presentations and reports that achieve results
- use visuals to maximum effect
- choose from many sample documents for inspiration
- write with greater clarity and impact
- avoid redundancy, stiff phrasing, and “bureaucratic” writing
- make every word count
- handle complex technical topics with ease
- learn the fine art of sending bad news
- organize formal documents for impact
- choose the best formatting techniques
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