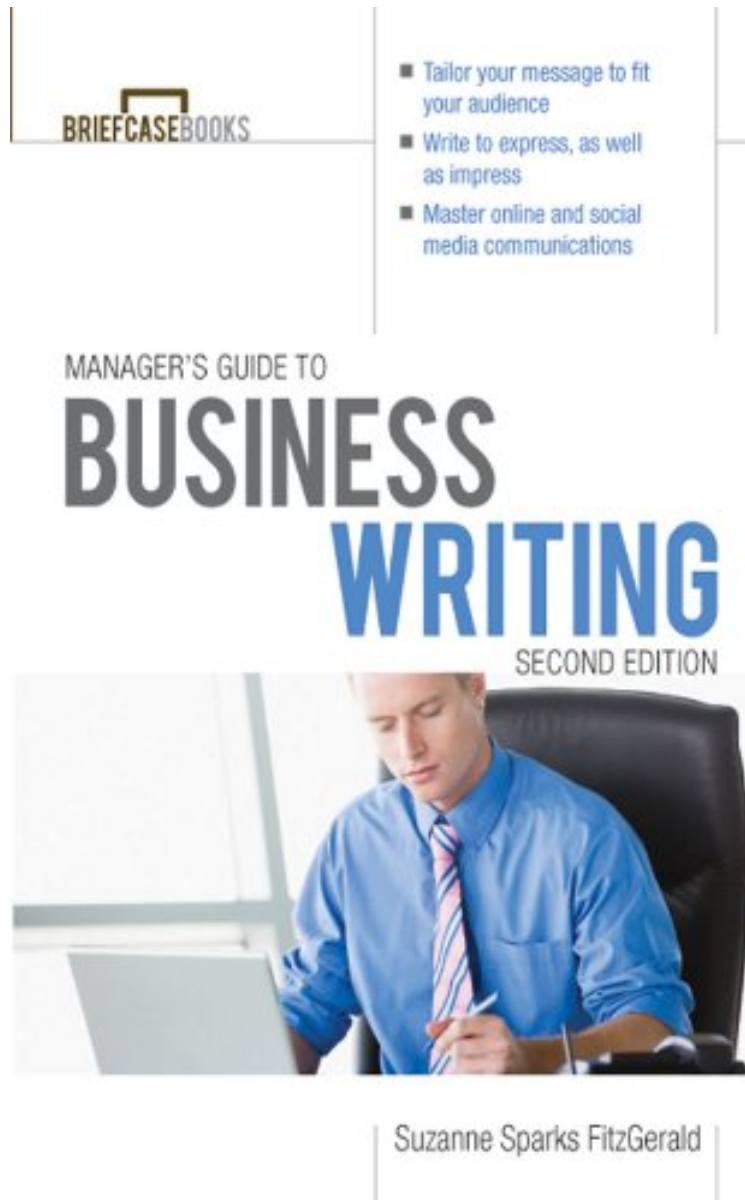


Manager's Guide To Business Writing 2/E (Briefcase Books Series)

Suzanne Sparks FitzGerald

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Suzanne Sparks FitzGerald : Manager's Guide To Business Writing 2/E (Briefcase Books Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Manager's Guide To Business Writing 2/E (Briefcase Books Series):

Write every business correspondence with speed, precision, and power. The number one prerequisite for effective management is effective communication—and writing is a critical part of it. Simply put, whether it's a quick e-mail or a 20-page report, your writing is a reflection of you—and people will make judgments accordingly. *Manager's Guide to Business Writing, Second Edition*, provides everything you need to give colleagues, customers, and other stakeholders the most information accurately and quickly. Learn how to express yourself as a serious professional by writing everything with clarity, quality, and decisiveness. *Manager's Guide to Business Writing* teaches you how to:

- Know your audience and your purpose before you start writing
- Engage readers' curiosity from the first sentence
- Compose instructions that are easy to understand and follow
- Write effectively on social media platforms and blogs
- Master the foundations of effective writing—grammar, sentence structure, spelling, and style

Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative features to help you navigate each page:

- Clear definitions of key terms and concepts
- Tactics and strategies for applying writing skills to management issues
- Tricks of the trade for crafting clear and effective documents
- Examples of successful business writing
- Cautions for when things can go wrong in composing memos, e-mails, and reports
- Practical advice for avoiding common errors
- Specific procedures for planning and executing your writing on the job