

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$116.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780618659913

The ability to write well is a critical skill for professionals in nearly every field. Good writers provide leadership, influence decisions, and advance their own careers. In this new book, Sheryl Lindsell-Roberts draws from her twenty-plus years of experience as a successful consultant for clients in business, education, and government. In a lively, engaging style, she explains how to write persuasively for virtually any audience.

Part 1 addresses the basics of all business writing: understanding the reader, drafting, achieving the right tone, creating visual impact, and editing.

Part 2 provides more specific advice on brochures, executive summaries, speeches, PowerPoint presentations, Web site content, and much more. Concrete examples illustrate practical strategies such as how to present a message positively instead of negatively, how to sequence information for different kinds of readers, and how to use charts to highlight key points.

Packed with valuable information obtained from actual clients in the field, 135 Tips for Writing Successful Business Documents is guaranteed to help anyone who reads it write to hit the mark.