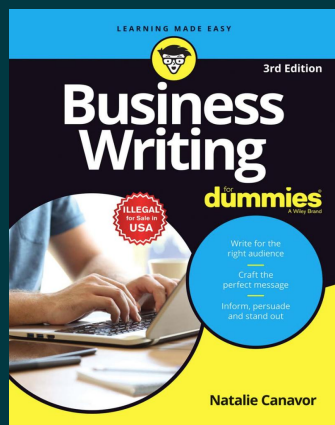




Business Writing For Dummies, 3ed

By [Natalie Canavor](#)

Paperback

9789357460453

[NOT PROVIDED]
publication_date

₹959.00

Pages : [NOT PROVIDED] pages pages

Description

The ability to write well is a key part of your professional success. From reports and presentations to e-mails and Facebook posts, whether you're a marketer, customer service rep, or manager, being able to write clearly and for the right audience is critical to moving your business forward. The techniques covered in this book will arm you with the skills you need to write better business communications.

About the Author

Natalie Canavor

Natalie Canavor is a business writer, workshop leader and adjunct professor at New York University

Table of Contents

Introduction

About This Book

Foolish Assumptions

Icons Used in This Book

Beyond the Book

Where to Go from Here

Part 1: Winning with Writing

Chapter 1: Making Writing Your Weapon for Success

- Putting Strategic Writing to Work for You
- Planning and Structuring Every Message
- Applying the Goal-Plus-Audience Strategy to More Media
- Succeeding with email

To purchase this product, please visit:

<https://wiley.indiafin.com/business-writing-for-dummies-3ed.html>



Scan to buy