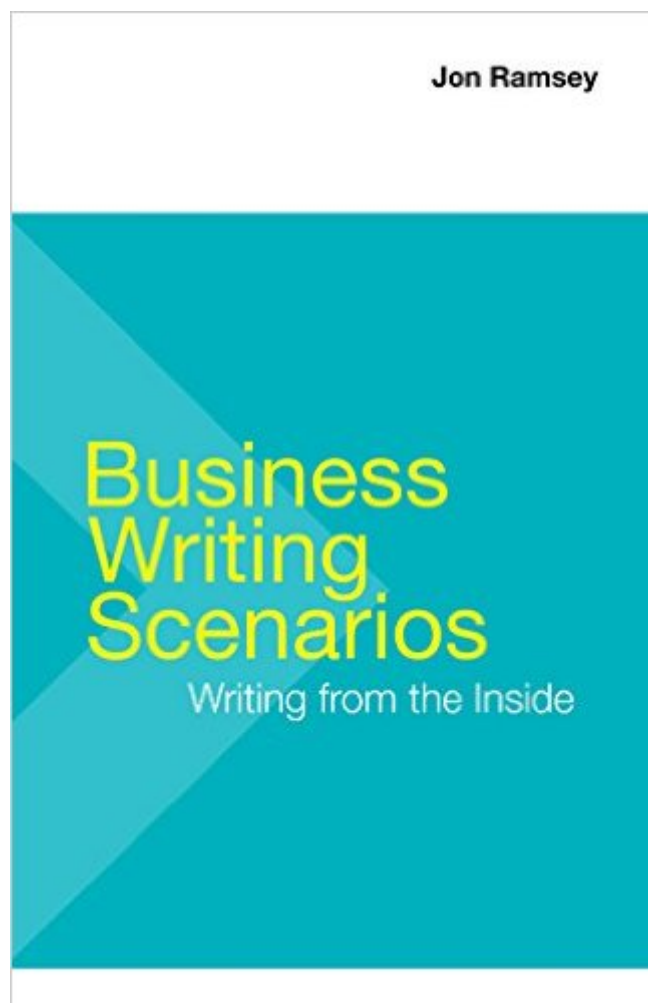


The book was found

Business Writing Scenarios: Writing From The Inside



Synopsis

Written by an experienced instructor of business writing courses, *Business Writing Scenarios* offers a hands on approach that immerses students in the types of writing situations they will encounter throughout their working lives. Detailed guidance and numerous examples help students build the skills they will need to respond to these situations effectively. In each of the core chapters, students first learn how other writers addressed a particular writing situation—such as having to convey disappointing news to employees, explain a major policy change, or respond to a difficult customer—effectively or ineffectively. Students then apply what they’ve learned through guided activities ("applications") that ask them to respond in writing to a similar business scenario. Additionally, the book emphasizes the potentially serious consequences of ill-considered business communications, especially those delivered electronically. A chapter dedicated to business writing gaffes provides many real-world examples of these mistakes and advises students on how to avoid them. Suitable for use on its own or in conjunction with another text, *Business Writing Scenarios* is a useful addition to any course building students business writing skills.

Book Information

File Size: 9632 KB

Print Length: 272 pages

Publisher: Bedford/St. Martin's; 1 edition (February 19, 2016)

Publication Date: February 17, 2015

Sold by: Macmillan Higher Education

Language: English

ASIN: B01BW191LE

Text-to-Speech: Not enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #428,630 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #241

in Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing #521 in Books

> Business & Money > Skills > Business Writing #147817 in Kindle Store > Kindle eBooks >

Nonfiction

Customer Reviews

A huge challenge for the college business writing instructor is coming up with realistic, engaging assignments beyond the memo report and the bad-news message. *Business Writing Scenarios* meets that challenge beautifully. The text, which I received from the publisher as a review copy, includes a wide range of case-study assignments. These cases require students to write pieces they may have to write on the job: explanations, denials, inquiries, solicitations, complaint responses, and announcements of negative news. Beyond those, the text includes excellent team writing assignments including a policy, business plan, recommendation, request for proposals, and grant proposal. A significant strength of *Business Writing Scenarios* is the supporting discussion about each writing task. Each assignment includes detailed hints to help students be successful. Those hints include ideas about the purpose, audience, communication strategy, and content of the message. They provide just the right level of support to lead to success for both students and teachers. Professor Ramsey's expertise as a writing teacher is obvious from the thoroughness of the information. An important resource for teachers and students is the text's many examples of writing, by public figures, students in business writing classes, and the author. By my count, *Business Writing Scenarios* contains about 90 examples. Students can learn much even from the bad examples, whose faults—such as their extreme brevity, poor layout, and thoughtlessness—the author analyzes. I can think of past teaching situations in which one of Professor Ramsey's examples would have perfectly illustrated an essential lesson.

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