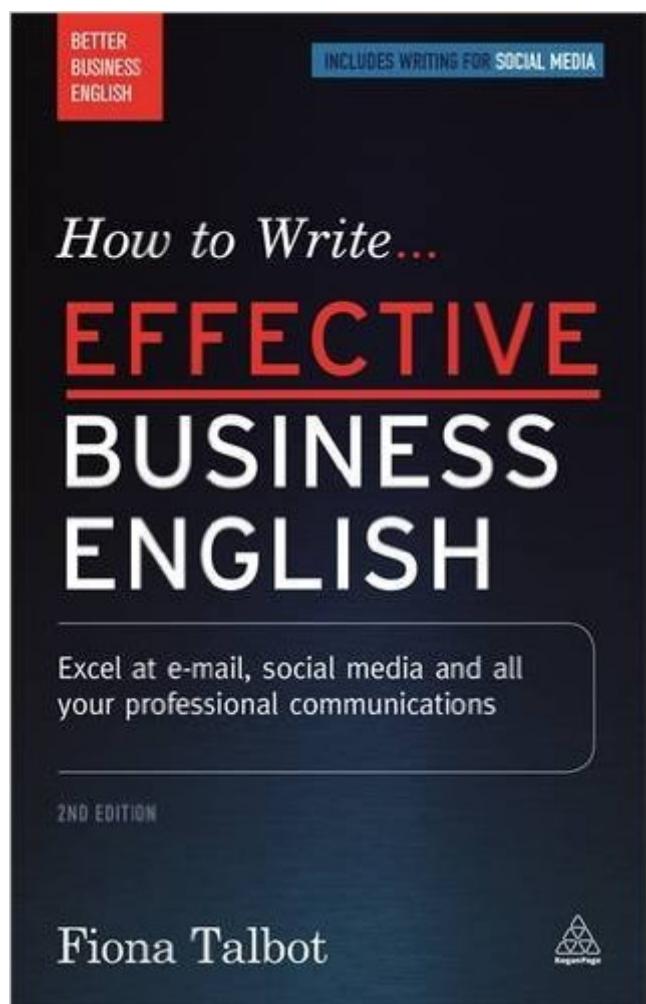


The book was found

How To Write Effective Business English: Excel At E-mail, Social Media And All Your Professional Communications (Better Business English)



Synopsis

Not only are good communication skills necessary in the workplace, possessing knowledge of business English is vital as well. Being able to succinctly deliver a message through the written word in reports, presentations, or even e-mail will reflect positively on an employee. However, the written English taught in universities and colleges can be very different from the language, tone, or format required in the business world, creating a challenge for both native and non-native English speakers. This updated second edition of How to Write Effective Business English contains practical worksheets and exercises, an expanded chapter on e-communications to include instant messaging, and a new chapter on effective social media writing. The book also offers more and new case studies to illustrate how communication contexts can vary in different organizations.

Book Information

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Customer Reviews

Whether you are a native English speaker or a foreigner with English as a second language, there is no shame in wanting to check your English language skills. There is always scope to improve how you communicate, especially when you are using it for business purposes. A book like this may help! The method in which you communicate can vary. Sometimes you need a powerful, concise message written in an upbeat, positive tone. Another time you may need a detailed, nuanced and precise nuanced tone. Far too many schools teach, if you are lucky, a middle ground that focusses on the technical aspects of writing, yet they invariably fail to teach the art of writing and skill in selecting the right writing for the job. One feature that positively stood out in this book and

deserves special praise is the use of case studies that briefly focus on an element of writing and communication and help bring a particular element or point in focus. The case studies could be worth the price of this book alone, especially if you believe your language is in tip-top condition. Although it is a brave or foolish person who would definitively state their language might not benefit from a bit more polishâ | People in glass houses should not throw stones!The book is full of handy, useful writing tips for everyday business and features many aide memoires for those who should know the subject yet inexcusably manage to forget bits of it from time to time. It can offer something for everyone, so there is no excuse not to at least look at it and see if you can improve upon anything.

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