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|a The business style handbook : |b an A-to-Z guide for writing on the job with tips from communications experts at the Fortune 500 / |c Helen Cunningham, Brenda Greene. 260 |a Chicago : |b McGraw-Hill, |c c2002. 300 |a xvii, 285 p. ; |c 22 cm. 504 |a Includes bibliographical references (p. 267-269) and index.

Staff View: The business style handbook

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In the everyday work world, most professionals are on their own when it comes to writing reports, memos, proposals, and other necessary correspondence. The Business Style Handbook is a practical and comprehensive guide that focuses specifically on the writing issues that frequently arise on the job. Insights and feedback from Fortune 500 communications executives provide tips and advice on improving writing style and effectiveness, while more than 1,200 alphabetized entries cover the essentials of style and usage, grammatical concepts, and more.

Presents the basics of effective business letters, including components and structure, examples illustrating every need, and a grammar guide.

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The Elements of Style William Strunk concentrated on specific questions of usage—and the cultivation of good writing—with the recommendation "Make every word tell"; hence the 17th principle of composition is the simple instruction: "Omit needless words." The book was also listed as one of the 100 best and most influential books written in English since 1923 by Time in its 2011 list.

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