The Language of Success: Business Writing That Informs, Persuades, and Gets Results

By Tom Sant

AMACOM/American Management Association. Paperback. Book Condition: New. Paperback. 224 pages. Dimensions: 9.0in. x 5.9in. x 0.7in.Language is the medium of business. To be successful, we need to communicate effectively in writing. Thats true whether we are providing instructions to our colleagues, communicating with our customers, or advising our direct reports. We must be able to deliver clear, accurate messages that inform, persuade and motivate. Unfortunately, people lapse into habits that interfere with their ability to communicate. The Language of Success shows readers how to avoid these mistakes, and to write lucid, concise, and accurate e-mails, letters, performance appraisals, and presentations. Now anyone can master the lost art of clear writing and: eliminate ambiguities, jargon and grandiose claims; master proper paragraph structure so the message doesnt get muddled; avoid wishy-washy or misleading terms like world class or state of the art write clear concise sentences that follow the first time right rule; use e-mail professionally; and, efficiently create career-enhancing reports. Honest and authoritative, The Language of Success will gives readers practical techniques to help readers cut through the fluff, guff, geek, and hyperbole, write exceptional business documents, and get their message heard. This item ships from multiple locations. Your book may...

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