



The Ambit Technique: An Innovative Approach to Business Writing

By Alnoor F Alnoor

Createspace, United States, 2013. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The Ambit Technique encompasses an innovative approach to business writing. It provides a technique that helps in recalling knowledge and vocabulary in a way helps in producing a better written material in terms of coverage, organization, relevance of content and essential vocabulary. Among the distinct features of the book is the Management Model, which is a diagram outlining in a condensed form the general framework of management practice, and the major issues, roles and considerations involved in the management of an organization. The book stands out of the crowd by its focus on the essence of written material, rather than merely grammar and style. It is also distinct in that it includes a succinct chapter on each of the communication process, business writing and presentation, examination technique, the concept of association and the 6Ws O, which have been utilized by the author in an innovative way in the context of business writing. In addition, the book includes a useful and simplified practical lexicon. Such chapters render the book a useful reference in these topics that serves the purpose...

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