



## FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Paperback)

By Ian Atkinson

Pearson Education Limited, United Kingdom, 2011. Paperback. Condition: New. Language: English . Brand New Book. Whether you are writing a proposal, a report, a presentation or an email, this book will show you how to write to persuade staff, colleagues, board directors and customers. The Financial Times Essential Guide to Business Writing demonstrates how your choice of language can influence your reader. It gives you clear examples to show you the dos and don ts of successful business writing and essential tips that are proven to make your writing more effective. It shows you how to write for different audiences and in different media using style, structure and the psychology of language to your advantage. It also gives you the writing secrets used by the world s best advertising writers, which you can use to great effect in your own business writing.



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