

1. Record Nr.	UNINA9910150516803321
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Titolo	Persuasive writing : how to harness the power of words // Peter Frederick
Pubbl/distr/stampa	Harlow, England : , : Prentice Hall, , [2011] Â©2011
ISBN	0-273-74616-2 1-283-17342-5 97866613173423 0-273-74615-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (xii, 194 p.) : ill
Disciplina	808.06665
Soggetti	Business writing Report writing Persuasion (Rhetoric)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Persuasive Writing -- Contents -- About the author -- Introduction -- Acknowledgements -- What is Persuasive Writing? -- Why are you writing? -- Who is your audience? -- Reader Response = Result -- Tools for Persuasive Writing -- Ethos, Logos, Pathos -- Using emotive language -- You, We, I - getting personal -- FABU -- Storytelling -- Persuasive writing example -- Persuasion - Beyond Logic -- The science of decision-making -- Primacy - why coming first matters -- Availability -- Consistency and why we hate changing our minds -- Justification and evidence -- Simplicity -- Loss and reward - a bird in the hand . . . -- Outside influences - following the herd -- Repetition, repetition, repetition -- Anchoring - decision-making all at sea -- The halo effect -- Recency - the here and now -- The reader is always right -- Commercial Break: Advertisement Slogans -- Conciseness Equals Clarity -- Ason and the jargonauts -- Sentences that are too -- The writer's diet - cutting padding -- Culling lazy words -- Examples, similes and analogies -- A seven-step concise writing process -- Verbs Equal Vigour -- Grammar refresher -- Verbs just

wanna have fun -- Verbs in disguise - noun suffixes -- Mistakes -- Commonly confused words -- Using the wrong word -- Scattershot punctuation and no punctuation -- Poor spelling -- 'Mistakes' that aren't mistakes -- Planning and Structuring -- Plan, draft, edit -- Document structures -- Layout, Fonts and Formatting -- Font choice -- Layout -- Headings -- Bullets -- Tables and diagrams -- Tips for Common Documents -- More effective emails -- Writing for the web -- Persuasive CVs -- Executive summaries and abstracts -- Grant funding -- Feedback, fear and a favour -- Persuasion - the Dark Arts -- Assume causality -- It's common sense, stupid -- It's common knowledge -- Abuse statistics -- Widen or narrow definitions. Flattery will get you everywhere -- And a few more . . . -- The end -- Appendix 1 Summary of rules -- Appendix 2 Supersized words and their alternatives -- Appendix 3 Recommended reading -- Appendix 4 Persuasive writing flowchart -- Appendix 5 Persuasive writing checklist -- Appendix 6 Exploiting and countering human decision-making -- Appendix 7 The seven-step concise writing process - worked example -- Index.

Sommario/riassunto

Developed from powerful techniques consistently proven in the world of multi-million pound commercial bid writing, Persuasive Writing reveals the most efficient and effective ways to make your words work, time after time. Discover how to: Transform any document into something truly compelling and persuasive Understand what your reader really wants to hear and use this to get what you want Combine logic and emotion to convince even the most sceptical reader Whether you're writing for business or for pleasure, the longest document or the shortest email, with these and many more proven techniques, Persuasive Writing will ensure every word works for you.
