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ISBN	1-292-05179-5
Edizione	[Fifth edition, Pearson new international editon.]
Descrizione fisica	1 online resource (223 pages) : illustrations (some color)
Collana	Always Learning
Disciplina	658.45
Soggetti	Business communication Business writing Public speaking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Table of Contents -- 1. What Is Good Writing? -- 2. Developing a Good Style -- 3. Using Examples and Comparisons -- 4. Making Your Page Look Inviting -- 5. Making Your Main Point Easy to Find -- 6. Preparing Executive Summaries -- 7. Illustrating Your Ideas -- 8. Getting Beyond Periods and Commas -- 9. Learning Commonsense Rules -- 10. Making the Most of E-mail -- 11. Writing for the Web -- 12. Preparing a Resume and Cover Letter -- 13. Documenting Your Sources -- 14. What Is Business Speaking? -- 15. Using Good Techniques of Delivery -- 16. Developing a Clear Structure -- 17. Designing Visual Aids -- 18. Giving a Presentation Using a Computer -- 19. Rehearsing, Setting Up the Room, and Overcoming Nervousness -- 20. Preparing an Annotated Presentation -- Index.
Sommario/riassunto	For undergraduate and graduate courses in Business Communication. The practical advice needed to improve writing and speaking skills for the workplace. Writing & Speaking at Work delivers practical insight and instruction to help students become effective communicators no matter where their careers may take them. Instead of detailing the various communications theories, this text focuses on the two critical communication needs of business people: writing and speaking. The fifth edition features a new chapter on how to prepare executive summaries.

