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Autore	Davis Carolyn
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Descrizione fisica	1 online resource (162 p.)
Collana	Writing today
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Soggetti	English language - Rhetoric - Study and teaching Persuasion (Rhetoric) - Study and teaching Report writing - Study and teaching Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	What am I writing? -- Issues and challenges -- Problems and solutions -- Strategies for success : everything that attracted me to reading reports for school, college, and business I learned by the fourth grade -- Resources for the future.
Sommario/riassunto	Standard five-paragraph essays. Advertising copy. Opinion pieces, articles, sermons, and presentations. Persuasive written communication exists in many forms. And whether you are a student working on a paper, a professional with a business proposal, or a citizen looking to express ideas and views, at some point you must make your case with words. But what makes writing truly persuasive and memorable?