

1. Record Nr.	UNINA9910480402203321
Autore	Berger Arthur Asa <1933->
Titolo	Improving writing skills [[electronic resource]] : memos, letters, reports, and proposals / / Arthur Asa Berger
Pubbl/distr/stampa	Newbury Park, Calif. ; ; London, : SAGE, c1993
ISBN	1-4833-4528-9 1-4522-5439-7
Descrizione fisica	1 online resource (98 p.)
Collana	Survival skills for scholars ; ; v. 9
Disciplina	808.06665
Soggetti	Business writing Commercial correspondence Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Preface; Part I - Memos, Letters, Reports, and Proposals; Chapter 1 - How to Write Better Memos; Chapter 2 - How to Write Effective Letters; Chapter 3 - Writing Reports; Chapter 4 - Proposals That Work; Part II - Writing Effective Business Documents; Chapter 5 - Readable Writing; Chapter 6 - Developing Creative Ideas; Chapter 7 - The Process of Writing; Chapter 8 - Layout and Design; Chapter 9 - Conclusion; Appendix 1 Checklist for Writers; Appendix 2 Computer Aids for Writers; Appendix 3 Books and Periodicals on Writing; References; About the Author
Sommario/riassunto	This brief, practical guide illustrates the most common kinds of business correspondence that a university professor is required to produce and offers useful advice to make these communications as effective as possible. The author also offers general suggestions on effective writing, including brainstorming and collaborating, persuasion, outlining and revising, and designing documents.