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| 1. Record Nr. | UNISALENTO991001462939707536 |
| Autore | Arnheim, Rudolf |
| Titolo | La radio : l'arte dell'ascolto / Rudolf Arnheim ; prefazione di Emilio Garroni |
| Pubbl/distr/stampa | Roma : Editori Riuniti, 1987 |
| ISBN | 8835930294 |
| Descrizione fisica | xiv, 168 p. ; 19 cm. |
| Altri autori (Persone) | Garroni, Emilio |
| Soggetti | radiotelevisione |
| Lingua di pubblicazione | Italiano |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| ----- | |
| 2. Record Nr. | UNINA9910785036903321 |
| Autore | Wilson K (Kevin), <1958-> |
| Titolo | AMA handbook of business writing [[electronic resource]] : the ultimate guide to style, grammar, usage, punctuation, construction, and formatting / / Kevin Wilson and Jennifer Wauson |
| Pubbl/distr/stampa | New York, : American Management Association, 2010 |
| ISBN | 1-78402-222-5
1-62198-329-3
1-282-72938-1
9786612729386
0-8144-1590-3 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (666 p.) |
| Altri autori (Persone) | WilsonK <1958-> (Kevin)
WausonJennifer |
| Disciplina | 808/.06665 |
| Soggetti | Commercial correspondence
Business writing
English language - Business English |
| 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	<p>CONTENTS; Loan, Lend; INTRODUCTION; ACKNOWLEDGMENTS; SECTION 1 The Writing Process; Audience Analysis; Brainstorming; Research; Interviewing; Outlining; Writing a Draft; Business Writing Style; Using Visuals; Page Design; Publication Design; Editing; Proofreading; Document Review; Revisions; Documenting Sources; Footnotes and Endnotes; Bibliographies; Global Communications; Collaborative Writing; Promotional Writing; SECTION 2 The Business Writer's Alphabetical Reference; A, An; Abbreviations; Titles Before and After Names; Names; Mathematical Units and Measurements; Long Phrases</p> <p>Words Used with Numbers Common Latin Terms; States and Territories; Things You Should Not Abbreviate; Spacing and Periods for Abbreviations; Guidelines for Using Abbreviations in Your Writing; Abbreviations for Measurements; Abbreviations for Numbers; Above, Below; Absolute Form of an Adjective; Absolute Phrase; Absolutely; Abstract Nouns; Accent Marks; Accept, Except; Access, Excess; Acronyms; Action Verbs; Active Voice; A.D.; Adjectival Noun; Adjectival Opposites; Adjective Phrase; Adjectives; Placement of Adjectives in a Sentence; Use of Multiple Adjectives; Degrees of Adjectives Irregular Form Adjectives A-Adjectives; Adjuncts, Disjuncts, and Conjuncts; Adverbial Clause; Adverbial Phrase; Adverbs; Prepositional Phrases Acting as Adverbs; Infinitive Phrases Acting as Adverbs; Adverbs in a Numbered List; Adverbs to Avoid; Positioning Adverbs in a Sentence; Order of Adverbs; Inappropriate Adverb Order; Viewpoint Adverbs; Focus Adverbs; Negative Adverbs; Advice, Advise; Affect, Effect; Affixes; African-American; Age; Agents; Agreement; Aid, Aide; Alike; A Little; Allegories; Alliteration; All Right, Alright; Allusion, Illusion; Alone, Lonely; A Lot, Alot, Allot</p> <p>Already, All Ready Altogether, All Together; Ambitransitive Verbs; American English, British English; Among, Between; Ampersand; A.M., P.M.; An; Anadiplosis; Anaphora; And Also; And/Or; Angry, Mad; Animate Nouns; Antonyms; Antecedent; Anti-; Antimetabole; Antonyms; Any, Either; Any, Some; Apart, A Part; Apodosis; Apostrophe; Appears, Displays; Appendix; Apposition; Appositives; Articles; As, Like; Assure, Insure, Ensure; Asterisks; As to Whether; As Well As; Autoantonyms; Auxiliary Verbs; Average, Mean, Median; A While, Awhile; Awful, Awfully; Bad, Badly; Back-Channeling; Backslash, Slash</p> <p>Back up, Backup Base Form of a Verb; Basically, Essentially, Totally; B. C.; Because, Since, As; Been, Gone; Being That, Being As; Below; Beside, Besides; Between, Among; Bias, Biased; Biased or Sexist Language; Bibliography; Billion; Biweekly, Bimonthly, Semiweekly, Semimonthly; Blind; Blog, Weblog; Bold Fonts; Bored, Boring; Both, Alike; Both, Each; Brackets; Changes to Quoted Material; Digressions within Parentheses; Brake, Break; Brand Names; Breath, Breathe; Bring, Take; British English; Bulleted List; Bushel; Business, Right; Buzzwords; By, Bye, Buy; By, Until; Call Back, Callback</p> <p>Call Out, Callout</p>
Sommario/riassunto	An indispensable desktop reference for every business professional!