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Autore	Seely John <1941->
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Lingua di pubblicazione	Inglese
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Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Contents; 1 Introduction; Section A: Communicating in everyday life; 2 Business letters; 3 E-writing; 4 Job applications; 5 Organizing a meeting; 6 Presentations; 7 Reports; 8 Essays, papers, and dissertations; 9 The media; Section B: Getting the message across; 10 Audience; 11 Subject; 12 Time and place; 13 Purpose; 14 Different ways of communicating; Section C: Communication tools; 15 How we talk about English; 16 Introduction to grammar; 17 More about grammar; 18 Vocabulary; 19 Spelling; 20 Punctuation; 21 Speech; Section D: The process of writing; 22 Getting ready to write 23 Making notes and summaries24 Research; 25 Planning and drafting; 26 Editing and revising; 27 Presentation; Glossary; A; C; D; E; F; F; I; L; M; N; O; P; R; S; T; V; W; 'You try' answers; Index; A; B; C; D; E; F; G; H; I; J; L; M; N; O; P; Q; R; S; T; V; W; Y; Acknowledgements
Sommario/riassunto	The Oxford Guide to Effective Writing and Speaking is the essential guide for everyone who needs to communicate in clear and effective English, both written and spoken. John Seely looks at the key factors to consider in tailoring your material so that you get your message across, such as understanding the demands of particular audiences, subjects, and situations. Clearly organized, the book is arranged in four sections:

A Communicating in everyday life - covers a wide range of communications including writing emails to giving presentations and preparing reports.B Getting your message across - f
