

1. Record Nr.	UNINA9910787866303321
Autore	Winkler Matthew
Titolo	The bloomberg way : a guide for reporters and editors // editor-in-chief Matthew Winkler ; with Jennifer Sondag , standards editor ; Americas
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, , 2014 ©2014
ISBN	1-118-84231-6 1-118-84233-2
Edizione	[Twenty-fifth anniversary edition.]
Descrizione fisica	1 online resource (300 p.)
Collana	Bloomberg
Disciplina	070.4/4965
Soggetti	Journalism, Commercial
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	The Bloomberg Way: A Guide for Reporters and Editors; Copyright; Contents; Introduction; Acknowledgments; Chapter 1: The Bloomberg Way; Guiding Principles; Ethical Standards; Chapter 2: The Five Fs; Chapter 3: The Four-Paragraph Lead; Headlines; Leads; Size and Scope; Reinforcing the Lead; Quotations; Details; Nut Paragraphs; To Be Sure; Chapter 4: Show, Don't Tell; Characterizations; Assertions; Anecdotes; Chapter 5: Writing Well Matters; Precision and Brevity; Jargon; Cliches; Word Echoes; Tense and Voice; Concise Writing; Chapter 6: Preparation; How to Prepare; Source Development Curtain-Raisers Templates; Chapter 7: Headlines; Improving Headlines; Headline Style; Grammar and Punctuation; Stand-Alone Headlines; Story Subheads; Avoiding Headline Errors; Chapter 8: Covering News; Breaking News; News Releases; Attribution; Anonymous Sources; Corrections; Sending Corrections; Rumor and Speculation; Media Summaries; Story Mechanics; Complete Coverage; Chapter 9: People; Interviewing; Obituaries; Chapter 10: Enterprise; Idea to Story; Preparing a Pitch; Types of Enterprise; Reporting; A Model of Reporting; Writing the Story; Chapter 11: Ethics; Working for Bloomberg Covering Bloomberg Fairness; Public Responsibilities; Endorsements and Paying Our Way; Plagiarism; Access; Transparency; Accuracy; Contests; Conduct; Libel; Red Flags; Avoiding a Libel Claim; Chapter 12:

How We Work; Reporters; Interviewing; Accuracy; Editors; Editing Checklist; Bloomberg First Word; Going Online; Chapter 13: The Data Advantage; More News-Inspired Functions; Functions for Markets; Functions for Stocks; Functions for Bonds; Functions for Currencies; Functions for Commodities; Functions for Companies; Functions for Economies; Functions for Government  
Chapter 14: Five Easy Pieces Chapter 15: Markets; How to Cover Markets; Four Pillars of Market Reporting; Writing Market Leads; Keeping Stories Fresh; Technical Analysis; Markets Enterprise; Stocks; Themes for Stocks; Bonds; Government Bonds; Themes for Government Bonds; Corporate Bonds; Themes for Corporate Bonds; Swaps; Money Markets; Currencies; Covering Currency Markets; Themes for Currencies; Commodities; Themes for Commodities; Chapter 16: Companies; Market Perspective; Debt; Earnings; Mergers and Acquisitions; Valuation; Value Comparisons; Financing; Initial Public Offerings; Bond Sales  
Repurchases and Dividends Company Exclusives; Chapter 17: Economies; Covering Economies; Economy Enterprise; Chapter 18: Government; Follow the Money; Financing Government; Opinion Polls; Government Exclusives; Chapter 19: Grammar; Agreement of Subject and Verb; Commas; Hyphens; Only; Which and That; Has and Have; Who and Whom; Chapter 20: Words and Terms

---

## Sommario/riassunto

The ultimate guide to financial reporting, from the Editor-in-Chief of Bloomberg News The Bloomberg Way: A Guide for Reporters and Editors is the ultimate handbook for business and financial reporting. A compilation of more than two decades worth of wisdom and experience from one of the world's largest news organizations, the book contains the information and guidance reporters, editors, and students need to be first, fastest, and factual. Bloomberg News Editor-in-Chief Matthew Winkler guides readers through the entire reporting process, relating best practices and warning again

---