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Nota di contenuto	1. Report characteristics -- 2. Planning and organizing business reports -- 3. Planning research -- Notes -- References -- Index.
Sommario/riassunto	Emphasizes the importance of planning reports to ensure they do what you, as the writer or presenter, want them to do. This book is for you if you are: A business manager or other professional who must convey objective, organized information to others, in and outside your organization; An MBA candidate or an upper-level student in any professional field. The following list suggests some of the book's content: Describes and shows attributes that make reports effective. Gives pointers for writing to people who read English as a second (or third) language. Provides the steps in planning both a written report and an oral report (presentation) by individuals and teams. Examines models for ethical reporting. Highlights both ineffective and effective examples of writing and presenting. Gives special information about presentation slides and handouts. Includes tips for preparing online presentations (webinars). Offers ways to structure and outline report information. Shows the steps in planning business research and preparing a research proposal. Refers to numerous websites for finding even more information on specific topics.