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	Autore	Seely John <1941->
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	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