

1. Record Nr.	UNINA9910827380503321
Autore	Thomsett Michael C.
Titolo	Style guide for business writing / / Michael C. Thomsett
Pubbl/distr/stampa	Boston ; ; Berlin : , : Deg Press, , [2018] ©2018
ISBN	1-5474-0023-4 1-5474-0021-8
Edizione	[Second edition.]
Descrizione fisica	1 online resource (390 pages)
Disciplina	808.06/6
Soggetti	Commercial correspondence Business writing English language - Business English
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Earlier edition published in 1996 as The AMA style guide for business writing / from the editors at the American Management Association.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Frontmatter -- Acknowledgments -- Contents -- Introduction -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J, K -- L -- M -- N -- O -- P -- Q -- R -- S -- T, U -- V -- W -- X, Y -- Z -- Index
Sommario/riassunto	Style guides come in many shapes and sizes, usually focused toward scientific or academic use only. However, business writing is a space occupied by many individuals that has not been given the attention it deserves. The Style Guide for Business Writing, Second Edition, is designed specifically to assist business writers in both the public and private sector, including those publishing with English as a second language; authors of academic papers; business book authors; financial journalists; and writers of reports, proposals or even just e-mail and memoranda. This book provides a comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner, and refresh the basics for the experienced business writer. Major topics are arranged alphabetically and the cross references and index enable quick and easy access to information. Michael C. Thomsett is a market expert, author, speaker, and coach. His many books include Stock Market Math, Candlestick Charting, The Mathematics of Options, and A Technical Approach to Trend Analysis.

