

1. Record Nr.	UNINA9910796939703321
Autore	Marshall Carrie
Titolo	Business writing for technical people : the most effective ways to get your message across // Carrie Marshall
Pubbl/distr/stampa	Swindon, UK : , : BCS, Chartered Institute for IT, , [2018] 2018
ISBN	1-78017-443-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (80 pages)
Disciplina	808.06665
Soggetti	Business writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	<p>Business writing is all about effective communication and persuasion. Technically-minded people can struggle and many businesses get it wrong, losing their readers in avalanches of acronyms and jungles of technical jargon. It doesn't have to be that way. In this book you'll discover how to give your communication skills an upgrade, exploring the tips and tricks that will enable you to write effectively and persuasively for any audience. You'll discover how to optimise your words for maximum impact, which terrible traps to avoid and how to make your expertise and enthusiasm even more infectious. ----- 'If you have an important message to craft and you find yourself staring at a blank screen wondering what to say and how to say it; this is the book for you. Carrie takes the fear factor out of writing. Her clear tips and guides will make your writing instantly more readable. Practice what Carrie preaches and start to get complements on the style, persuasiveness and impact of your written work. Don't write another word until you have read this book from cover to cover.' Prof. Brian Sutton , Professor of Learning Performance at Middlesex University and author --- '..There are lots of books about writing, this one is very practical and targeted, and forms an excellent foundation on which to build good written communication in an area that is often accused of falling short. It should be part of every induction pack as required</p>

2. Record Nr.	UNINA9910957596903321
Titolo	21st century counterintelligence / / editor, John M. Deady
Pubbl/distr/stampa	New York, : Nova Science Publishers, Inc., 2009
ISBN	1-61728-116-6
Descrizione fisica	1 online resource (88 p.)
Collana	Intelligence and counterintelligence studies series
Altri autori (Persone)	DeadyJohn M
Disciplina	327.1273
Soggetti	National security - United States Intelligence service - United States Terrorism - United States - Prevention
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	The United States faces substantial challenges to its security, freedom, and prosperity. This text looks at counterintelligence, one of several instruments of national power that can thwart such challenges.