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Soggetti	Business writing English language - Rhetoric
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di contenuto	Title -- Copyright -- Acknowledgments -- Contents -- Preface -- Please Start Here -- An Introduction to core Control -- Section 1 Sentence Basics -- What Is A Sentence? -- Finding The Subject of a Sentence -- Getting Control of the Subject -- Verbs That Work -- Completing The Sentence core -- Reviewing For Results -- Section 2 Modifiers -- What Are Modifiers? -- Easy Adjectives -- The Prepositional Phrase Maze -- Commonly Used Prepositions -- Blurbs About Adverbs -- Reviewing For Results -- Section 3 Signal Words -- What Are Signal Words? -- A Pause For The Clause -- Compound Sentences: Two Independent Cores, Sometimes More" -- Reviewing For Results -- Section 4 Purposeful paragraphs -- What Is A Paragraph? -- Using Core Control to write paragraphs -- Reviewing For Results -- Section 5 Watch out for weed words -- What Is A weed word? -- Four Kinds of weed words -- Reviewing For Results -- Section 6 Putting It Together -- Complete documents -- Writing business memos -- Writing business letters -- Writing short essays.
Sommario/riassunto	This basic, self-study book will help you develop a direct, clear, and concise writing style.