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| ISBN | 0-7494-6715-0 1-299-16022-0 |
| Edizione | [3rd ed.] |
| Descrizione fisica | 1 online resource (152 p.) |
| Collana | Creating Success Creating success |
| Disciplina | 658.453 808.06665 |
| Soggetti | Business report writing Proposal writing in business Business writing |
| Lingua di pubblicazione | Inglese |
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| Note generali | Description based upon print version of record. |
| Nota di contenuto | Acknowledgements -- A note on this new edition -- Introduction: pitfalls and opportunities -- What makes good business writing? -- Creating a good report -- Preparing to write -- The power of language -- Making numbers clear -- Making proposals persuasive -- The contribution of layout and presentation -- Afterword. |
| Sommario/riassunto | Getting a message across on paper and presenting a proposal in a clear and persuasive form are vital skills for anyone in business. How to Write Reports and Proposals provides practical advice on how to impress, convince and persuade your colleagues or clients. It will help you: improve your writing skills; think constructively before writing; create a good report; produce persuasive proposals; use clear and distinctive language; present numbers, graphs and charts effectively. Full of checklists, exercises and examples, How To Write Reports and Proposals is essential reading and will help you t |