



Business Writing Today: A Practical Guide (2nd Revised edition)

By Natalie C. Canavor

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, Business Writing Today: A Practical Guide (2nd Revised edition), Natalie C. Canavor, This book is designed to equip students with the knowledge and skills needed to succeed in the workplace and in today's rapidly changing business world. Rife with tips, techniques, and examples, the text covers writing techniques, strategic writing, and persuasive writing. -Explores how to write resumes, cover letters, memos, letters, email, websites, blogs, social media, and other types of online media - New chapter on Applying Journalism and PR Techniques includes topics such as writing media releases, writing headlines, interview tips, and preparing talking points -Expanded coverage of writing to get a competitive edge in the job market - Expanded coverage of writing internal memos and presentation skills - New View from the Field sidebars. contributed by specialists, offer unique insights and additional ways of thinking about effective messages and documents -New Success Tips highlight how students can use communication skills to achieve personal and professional goals.



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