Business Writing Fundamentals

Description: Understand how to write with clarity and precision to become a better business writer.

When it comes to accelerating your career success, increasing your chances of getting a job offer or promotion, and even making more money, technical writing skills are highly valued in the marketplace. Conversely, weak communication skills can be a hindrance to your career progression and even make it difficult at some technology companies to get hired. For example, some business units at Rockwell Automation, the Milwaukee-based automation vendor, specifically evaluate candidates’ writing ability, reports Susan Schmitt, senior vice president of human resources. The College Board found that about half of companies surveyed said writing ability is considered when promoting employees and nearly all said they would hold poorly written job application materials against candidates. A recent survey from the National Association of Colleges and Employers found that ability to create or edit written reports was one of the top 10 skills employers look for when deciding which new college graduates to hire. According to an article published by IEEE, engineers spend 20% to 40% of their workday writing. And the higher they move up the corporate ladder, the more writing they do. In this topic, you will learn how to write clear, concise, compelling, even sparkling prose that makes your letters, e-mails, reports, and other documents more persuasive, more engaging, and easier to read. As a result, your readers will be more receptive to your message, understand what you are telling them, and know what you want them to think, believe, or do next.

Learning Objectives
- You will be able to define the 6 C’s of good business writing.
- You will be able to discuss why short, simple words, sentences, and paragraphs are better than long, windy, jargon-laden prose.
- You will be able to explain complex ideas, proposals, and plans in plain, simple, persuasive English.
- You will be able to identify who your readers are and the best way to communicate with them.

Contents:
The Keys to Good Business Writing
- Achieving a Conversational Style
- Making Your Writing Clear and Concise
- How to Communicate More Forcefully and Persuasively

The Writing Process
- SAP (Subject, Audience, Purpose) Analysis
- 10 Steps to Writing Better and Faster
- The Exponential Curve of Improvement

Tools of the Business Writer
- Grammar, Punctuation, and Spelling at a Glance
- Principles of Business Composition
- Tricks of the Trade

Ordering:
Order Online - http://www.researchandmarkets.com/reports/4071056/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information

Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Business Writing Fundamentals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/4071056/">http://www.researchandmarkets.com/reports/4071056/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SC</td>
</tr>
</tbody>
</table>

Product Format

Please select the product format and quantity you require:

| Online Access (Recorded) - Single User: | USD 199 |

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information

Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:
Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World