

The book was found

HBR Guide To Better Business Writing (HBR Guide Series)



Synopsis

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you:

- Push past writer's block
- Grab—and keep—readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Brush up on grammar, punctuation, and usage

Book Information

File Size: 1055 KB

Print Length: 120 pages

Page Numbers Source ISBN: 142218403X

Publisher: Harvard Business Review Press (January 8, 2013)

Publication Date: January 8, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00B0YPJ0G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #47,956 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #21 in Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing #34 in Kindle Store > Kindle eBooks > Business & Money > Skills > Running Meetings & Presentations #43 in Books > Business & Money > Skills > Business Writing

Customer Reviews

This is one of the first volumes in a new series of anthologies of articles previously published in Harvard Business Review. In most of them, several co-authors share their insights concerning a major business subject, as is also true of volumes in other such series, notably HBR Essentials,

HBR Must Reads, and HBR Management Tips, HBR Guides offer great value in several ways. Here are two: Cutting-edge thinking from many experts in the given subject or from 25-30 sources in a single volume at a price (about \$10.90 from in the bound version) for a fraction of what article reprints would cost. In this volume, Bryan A. Garner created the material to help those who read this book to improve in areas that include overcoming writer's block, grabbing - and then keeping - readers' attention, earning credibility with especially tough audiences, trimming the fat from the message's "muscle," setting and then sustaining the right tone, and meanwhile, brushing up on the basics (i.e. grammar, punctuation, and usage). For those in need of further assistance, Garner provides a comprehensive bibliography, "Desk References," to which I presume to add Stephen King's *On Writing: 10th Anniversary Edition: A Memoir of the Craft*. The material is carefully organized within Four Sections: Delivering the Goods Quickly and Clearly (Chapters 1-7), Developing Your Skills (Chapters 8-15), Avoiding the Quirks That Turn Readers Off (Chapters 16 & 17), and Common Forms of Business Writing (Chapters 18-21). Readers will especially appreciate the six appendices that follow that are chock full of valuable tips and reminders. These appendices will also facilitate, indeed expedite frequent review of key material later.

[Download to continue reading...](#)

HBR Guide to Better Business Writing (HBR Guide Series) HBR Guide to Persuasive Presentations (HBR Guide Series) (Harvard Business Review Guides) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - HBR Guide to Project Management (HBR Guide Series) HBR Guide to Getting the Right Work Done (HBR Guide Series) HBR Guide to Persuasive Presentations (HBR Guide Series) Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) How to Write a Song: Beginner's Guide to Writing a Song in 60 Minutes or Less (Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises Book 1) 2K to 10K: Writing Faster, Writing Better, and Writing More of What You Love How to Write a Song: Lyric and Melody Writing for Beginners: How to Become a Songwriter in 24 Hours or Less! (Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Eat Better, Live Better, Feel Better: Alkalize Your Life...One Delicious Recipe at a Time Anatomy of Drumming: Move Better, Feel Better, Play Better How to write a song: How to

Write Lyrics for Beginners in 24 Hours or Less!: A Detailed Guide ((Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises Book 3)) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Resume: [ORIGINAL] Writing 2016 The ULTIMATE, Most Up-to-date Guide to Writing a Resume that Lands YOU the Job! (Resume, Resume Writing, CV, Jobs, Career, Cover Letter, Profile Hacks) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (Romance Stories Book & Novel Writing Guide) HBR Guide to Building Your Business Case Resume Writing for IT Professionals - Resume Magic or How to Find a Job with Resumes and Cover Letters: Google Resume, Write CV, Writing a Resume, Get Job, IT Resume, Writing CV, Resume CV

[Dmca](#)