

Business Writing

Baden Eunson

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Business Writing

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The ability the write well in professional situations is a much sought-after and all too rare skill. Business Writing takes

a hands-on approach to help you excel in writing a range of hard-copy and electronic documents. Learn how to write effective: letters memos emails reports website text. Expert communicator Baden Eunson shows you how to design documents, employ persuasive techniques and how to recognise (and foil) the mind games some people play. Also, discover how to avoid the pitfalls of planning and editing documents to become a proficient and fluent writer. Effective writing is a skill that everyone can develop and is a vital attribute for those who wish to succeed in the highly competitive business world.

About the AuthorBaden Eunson teaches in the school of English, Communications and Performance Studies at Monash University, and also runs a training and consultancy business. He is the author of numerous books, including the best-selling C21: Communicating in the 21st Century, 2nd Edition.