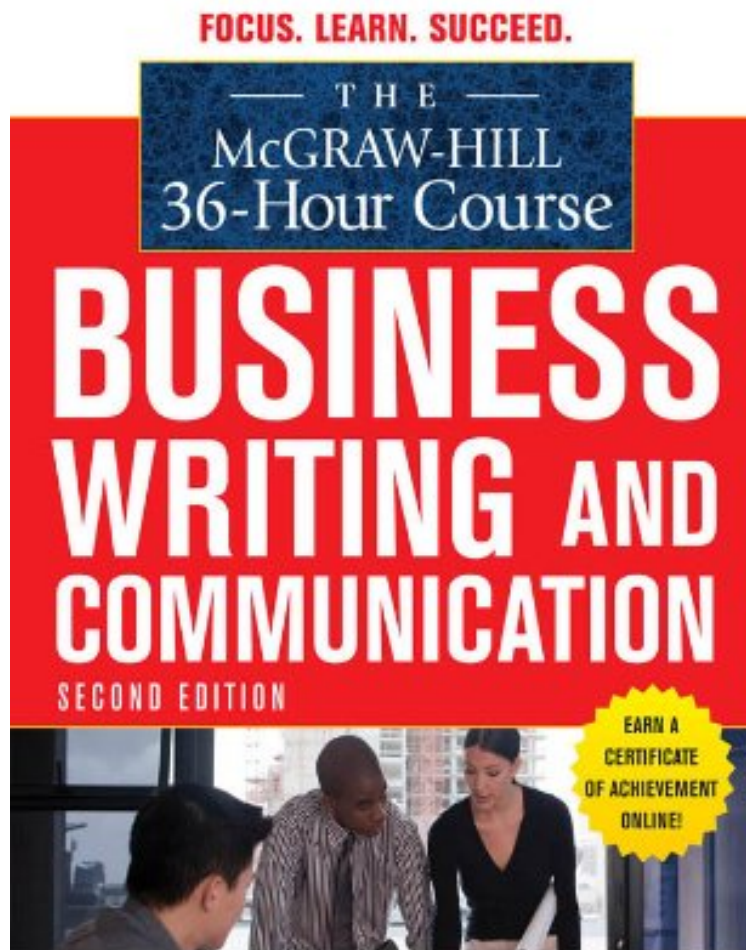


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The McGraw-Hill 36-Hour Course in Business Writing and Communication, Second Edition (McGraw-Hill 36-Hour Courses)

Kenneth W. Davis

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16 of 16 people found the following review helpful. Highly recommendedBy BiwaThis is an outstanding business writing book -- high on substance, low on fluff, with just enough sidenotes and tangents to make it entertaining. Davis covers a lot of material in this quick read. I especially appreciate his advice on writing memos/emails for maximum effect and response. He provides simple formulas for common types of communication: request for info., claims, good news, bad news. And he recommends putting down points in the order the reader can use them, not the order in which you think of them. (Should be obvious, right? No so in the business world.)He offers bad writing examples and good revisions. Check out this example:"Subject: Roadway identification in parking lotsDuring our Safety Coordinators' meeting the point was made that with our energy conservation program (during the hours of darkness, fog, etc.) roadway identification in our parking lots is hazardous. The recommendation was raised that we might use a fluorescent-type reflecting paint. Would you please investigate the feasibility of this recommendation and advise me as to your decision on implementation?Your early response is appreciated."Awful, right?Here's his revision:"Subject: Fluorescent paint in parking lotsCan we use fluorescent paint in our parking lots to make traffic lanes easier to see?During our Safety Coordinators' meeting, someone pointed out that with our reduced lighting, roadways are hard to see in fog or darkness.Please find out whether this solution will work, and let me know within a week.Thanks."It's a great book! Now that I follow his guidelines I find writing easier, faster, and a lot more fun.0 of 0 people found the following review helpful. Five StarsBy She shopsOrdered it because I needed it for school1 of 1 people found the following review helpful. Brief but usefulBy William A. FreyThis little book has a lot packed into it, which means that it's both manageable and sometimes superficial. Everything the author says has some usefulness, but in the real world of business, it's not always practical. For instance, the author uses an hour to illustrate how to divide time into smaller chunks. In my experience, most business writing needs to be done in just a few minutes. Following the author's advice, I would be hard pressed to squeeze in any significant time for preparation. It's more likely that I would bear in mind the author's advice while writing furiously in the moment. If you're the kind of person who is self-disciplined and can learn independently, this book would be a very good introduction to business writing. There are short exercises at the end of each chapter and a final exam. The author's tips on how to keep your writing intelligible are worth the modest price of the book.

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About the AuthorKenneth W. Davis, Ph.D., has conducted training and consulting for business and government on four continents. His clients have included the Abu Dhabi National Oil Company, the Republic of Botswana, and the International Monetary Fund. Davis is past president of the Association of Professional Communication Consultants.