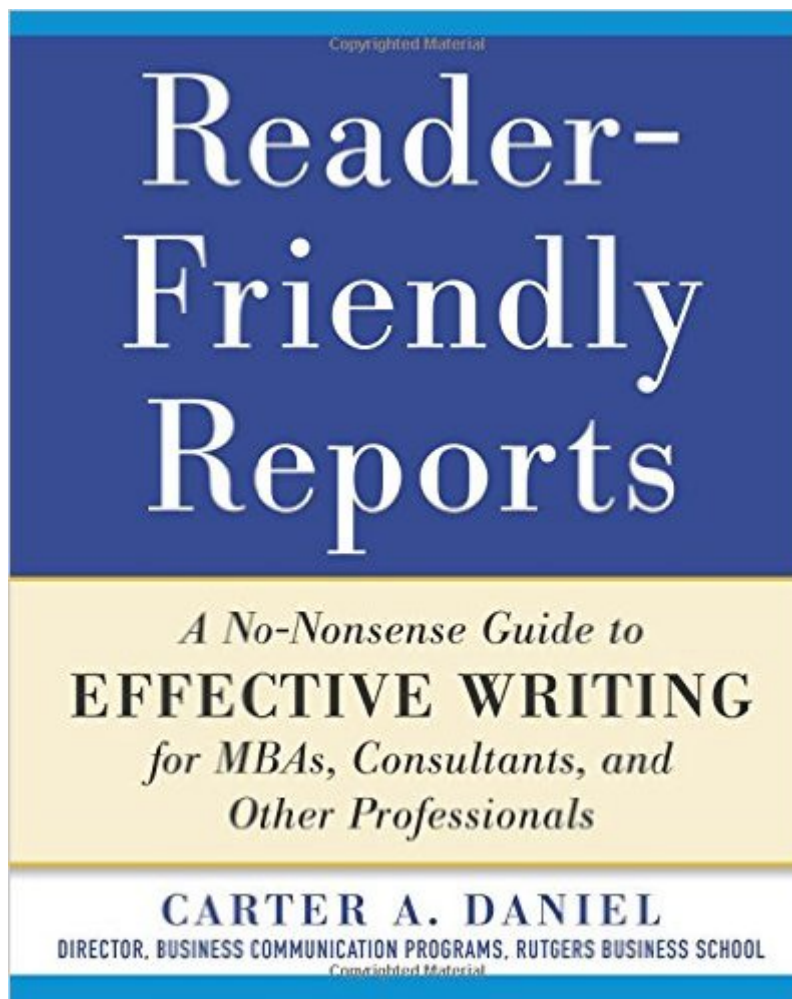


The book was found

Reader-Friendly Reports: A No-nonsense Guide To Effective Writing For MBAs, Consultants, And Other Professionals



Synopsis

The book that has taught thousands of students how to write winning business reports For more than 30 years, Carter A. Daniel has been teaching MBA students at Rutgers University the art of effective business communication with the aid of his eminently practical guide Reader-Friendly Reports. Now available to the public for the first time, this beloved resource gives you everything you need to translate your hard-won figures, conclusions, and insights into concise and powerful reports. No definition of communication, no history, no theory, no diagrams Reader-Friendly Reports simply shows you how to: Target your audience Determine your purpose Develop your points Organize your ideas Make smooth transitions Conduct research Illustrate with clear graphs and charts Reader-Friendly Reports (the "Daniel Manual") is the A to Z guide to ensuring you meet your first priority: making sure people can understand and remember your report from beginning to end.

Book Information

Paperback: 224 pages

Publisher: McGraw-Hill Education; 1 edition (January 2, 2012)

Language: English

ISBN-10: 0071782869

ISBN-13: 978-0071782869

ASIN: 0071782850

Product Dimensions: 7.6 x 0.5 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars See all reviews (16 customer reviews)

Best Sellers Rank: #94,774 in Books (See Top 100 in Books) #101 in Books > Business & Money > Skills > Business Writing #553 in Books > Business & Money > Skills > Communications #577 in Books > Business & Money > Education & Reference

Customer Reviews

Despite what the digerati say, the written word remains one of the most powerful forms of communication. Unfortunately the number of good business writers is few and the amount of business writing is great. Carter Daniel has created a helpful, instructional and accessible tool for people who have to make the transition from writing academic reports to creating business communications. Reader-friendly reports presents the basic rules of good business writing in the style of Strunk and White's elements of style. The book is organized around elements of the writing

as opposed to elements of the idea or communication, that can be found in Barbara Minto's Pyramid Principle. Daniel's organization and approach makes the book accessible for those entering the workforce. Professionals looking to brush up their writing will have to work a little harder as they 'go back to school.' It is well worth the effort. Learning how to write a powerful, persuasive and readable business report is tough work that often requires breaking bad habits or habits that worked in school but not in the business world. This book helps you do this on your own by pointing out weak points and providing positive examples. This book is not just for MBAs or Consultants, rather its applicable to everyone. Highly recommended for anyone entering the workforce. This book should be part of the welcome kit for new college hires. The book is recommended for professionals who are taking on a new job or promotion, particularly one into the management ranks or senior management ranks where written communication is sometimes the only form of communication. Strengths: The book is clearly organized around the major elements and issues associated with business writing.

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

Reader-Friendly Reports: A No-nonsense Guide to Effective Writing for MBAs, Consultants, and Other Professionals ANNUAL REPORTS 8 (Graphis 100 Best Annual Reports) (Vol 8) Graphis Annual Reports 5: The International Yearbook of Annual Reports (v. 5) Get Clients Now! (TM): A 28-Day Marketing Program for Professionals, Consultants, and Coaches iPhone for Work: Increasing Productivity for Busy Professionals (Books for Professionals by Professionals) Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) 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 The No-Nonsense Guide to Teaching Writing: Strategies, Structures, and Solutions Earth-Friendly Clay Crafts in 5 Easy Steps (Earth-Friendly Crafts in 5 Easy Steps) Earth-Friendly Wood Crafts in 5 Easy Steps (Earth-Friendly Crafts in 5 Easy Steps) 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) Clinician's Thesaurus, 7th Edition: The Guide to Conducting Interviews and Writing Psychological Reports (CLINICIAN'S TOOLBOX) Clinician's Thesaurus, 6th Edition: The Guide to Conducting Interviews and Writing Psychological Reports (Clinician's Toolbox) Maximizing the Value of Consulting: A Guide for Internal and External Consultants The Vaccine-Friendly Plan: Dr. Paul's Safe and Effective Approach to Immunity and Health-from Pregnancy Through Your Child's Teen Years Beginning Nokia Apps Development: Qt and HTML5 for Symbian and MeeGo (Books for Professionals by Professionals)

Law, Liability, and Ethics for Medical Office Professionals (Law, Liability, and Ethics Fior Medical Office Professionals) Introduction To Research And Medical Literature For Health Professionals (Blessing, Introduction to Research and Medical Literature for Health Professionals wi) Ethical and Legal Issues for Imaging Professionals, 2e (Towsley-Cook, Ethical and Legal Issues for Imaging Professionals) Comprehensive Financial Planning Strategies for Doctors and Advisors: Best Practices from Leading Consultants and Certified Medical PlannersTM

[Dmca](#)