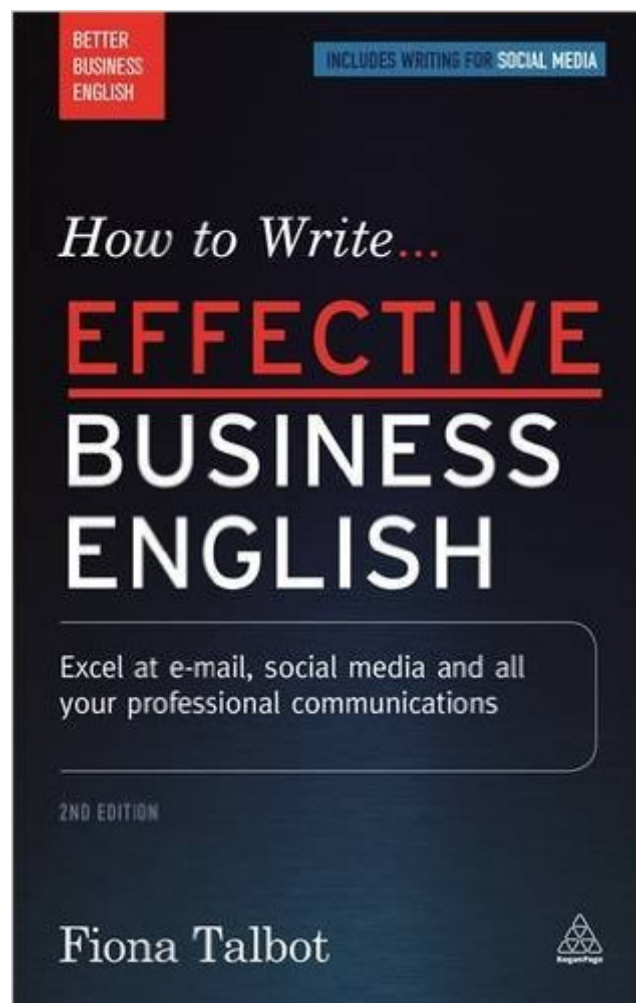


The book was found

How To Write Effective Business English: Excel At E-mail, Social Media And All Your Professional Communications (Better Business English)



Synopsis

Not only are good communication skills necessary in the workplace, possessing knowledge of business English is vital as well. Being able to succinctly deliver a message through the written word in reports, presentations, or even e-mail will reflect positively on an employee. However, the written English taught in universities and colleges can be very different from the language, tone, or format required in the business world, creating a challenge for both native and non-native English speakers. This updated second edition of *How to Write Effective Business English* contains practical worksheets and exercises, an expanded chapter on e-communications to include instant messaging, and a new chapter on effective social media writing. The book also offers more and new case studies to illustrate how communication contexts can vary in different organizations.

Book Information

Series: Better Business English

Paperback: 168 pages

Publisher: Kogan Page; 2 edition (February 28, 2016)

Language: English

ISBN-10: 0749475552

ISBN-13: 978-0749475550

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #88,925 in Books (See Top 100 in Books) #48 in Books > Reference >

Writing, Research & Publishing Guides > Writing > Technical #95 in Books > Business & Money > Skills > Business Writing #313 in Books > Reference > English as a Second Language

Customer Reviews

Whether you are a native English speaker or a foreigner with English as a second language, there is no shame in wanting to check your English language skills. There is always scope to improve how you communicate, especially when you are using it for business purposes. A book like this may help! The method in which you communicate can vary. Sometimes you need a powerful, concise message written in an upbeat, positive tone. Another time you may need a detailed, nuanced and precise nuanced tone. Far too many schools teach, if you are lucky, a middle ground that focusses on the technical aspects of writing, yet they invariably fail to teach the art of writing and skill in selecting the right writing tool for the job. One feature that positively stood out in this book and

deserves special praise is the use of case studies that briefly focus on an element of writing and communication and help bring a particular element or point in focus. The case studies could be worth the price of this book alone, especially if you believe your language is in tip-top condition. Although it is a brave or foolish person who would definitively state their language might not benefit from a bit more polishâ | People in glass houses should not throw stones!The book is full of handy, useful writing tips for everyday business and features many aide memoires for those who should know the subject yet inexcusably manage to forget bits of it from time to time. It can offer something for everyone, so there is no excuse not to at least look at it and see if you can improve upon anything.

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

How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications (Better Business English) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) How To Write A Book In Less Than 24 Hours (How To Write A Kindle Book, How To Write A Novel, Book Writing, Writing A Novel, Write For Kindle) Effective Perl Programming: Ways to Write Better, More Idiomatic Perl (2nd Edition) (Effective Software Development Series) Effective Ruby: 48 Specific Ways to Write Better Ruby (Effective Software Development Series) Effective Python: 59 Specific Ways to Write Better Python (Effective Software Development Series) How to Write Better Resumes and Cover Letters (How to Write Better Resumes and Cover Letters) Social Media: How to Skyrocket Your Business Through "Social Media Marketing!" Master: Facebook, Twitter, Youtube, Instagram, & LinkedIn EXCEL: From Beginner to Expert - 2 Manuscripts + 2 BONUS BOOKS - Excel for Everyone, Data Analysis and Business Modeling (Functions and Formulas, Macros, MS Excel 2016, Shortcuts, Microsoft Office) Christmas Mail Order Angels #1: A collection of 6 historical romantic novellas of mail order brides (Mail Order Angels Collection) Social Media Marketing: 12 Successful Strategies to Master Social Media, Grow Your Followers & Build

Your Brand Online: Regardless of Money, Time, or Experience Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media (IBM Press) Social Media Marketing Workbook: 2016 Edition - How to Use Social Media for Business Social Media: Social Media Marketing Strategies with Facebook, Twitter, YouTube, Instagram & LinkedIn: *FREE BONUS: SEO 2016: Complete Guide to Search ... Marketing, Online Business, Passive Income) Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech) Social Media: The Ultimate Guide to Transforming Your Brand with Social Media

[Dmca](#)