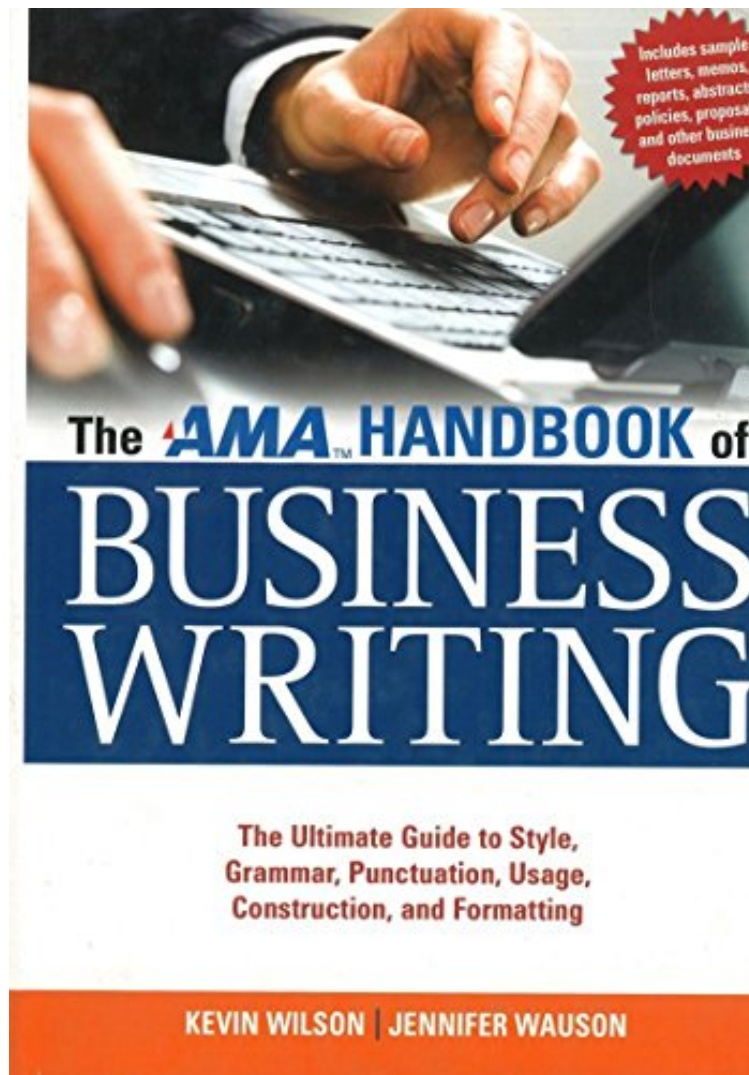


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# The AMA Handbook of Business Writing: The Ultimate Guide to Style, Grammar, Punctuation, Usage, Construction, and Formatting

Kevin Wilson, Jennifer Wauson

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desk reference and a comprehensive source of business document samples. It does not need an index, every topic or subject seems easy to find...one person's opinion for what that is worth.I decided to write this review after seeing the great disparity between the one-star review opposite the five-star review. My own assessment is a four-star rating because the book is a comprehensive collection of business writing information and sample documents that I use regularly. So why was the one-star rating so very negative I wondered? Then I noticed the link to read all this reviewer's reviews and thought, perhaps I have missed some much better business writing reference? I was really surprised. Brad Johnson had written many book reviews (five pages of reviews), the subject matter of the books reviewed was almost always "writing, grammar and punctuation" (mechanics) and all but one review were either one or two-stars? Knowing the reviewer's history helps put any one particular review into context. So I urge readers to use their own judgment and be cautious reading these reviews. Congratulations to for including both pro and con reviews and for making each reviewer's previous reviews available. I recommend this book to business writers, the intended audience, and not to scholarly experts on gerunds and dangling participles. V/R, Larry1 of 1 people found the following review helpful. Fabulous Resource for Assisting with Better (Business) WritingBy BethI have searched and purchased many reference books to help me be more effective with my business written communications. I recently purchased The AMA Handbook of Business Writing and have found it an invaluable resource.This book offers untold writing and grammar solutions. I particularly love the Business Writer's Alphabetical Reference. The ease in locating solutions is a tremendous time saver. Also, the alphabetically listing aids me in locating options that I might not discover otherwise.I recommend this book to anyone who wants a quick and reliable resource to assist with writing and grammar questions for their written communication. I utilize the book as a resource for business writing but I am sure I will utilize it in all my written communication.1 of 1 people found the following review helpful. An excellent resource for all writersBy Ocella0705As a grant writer, I decided to purchase this as a resource. It has more than paid for itself. I got the Kindle edition, and this book goes with me everywhere. It is easy to follow, and has an interactive table of content. Everyone thinks that they know grammar and usage, but there are times when even professional writers get confused on when to use a colon vs. a semi-colon. Also as a social writer as well as a business writer, there are times when I just need a refresher in which format I need to use. This is a wonderful tool for all types of writers, and is a handy reference for your library.

Just because you're not a born writer doesn't mean you should settle for less than perfect business documents. After all, every piece you write reflects directly on the quality of the product or service your business offers. Now, this helpful guide takes the guesswork out of more than 50 commonly used business documents, including: Reports Proposals; Business plans; Presentations; Press releases; Memos; Email Newsletters; Collection letters; and, Sales materials. Arranged alphabetically and cross-referenced for easier use, the book presents clear examples of how to (and how not to) create winning materials every time. The authors' step-by-step instructions begin with an overview of the writing process, from preparation and research right through to final review and publication. Sample documents show you how your pieces should look and read, and close to 300 individual entries cover key points of grammar, style and spelling, and present strategies for writing more clearly, avoiding bias, eliminating cliches, and much more.

From BooklistThis comprehensive resource contains more than 800 alphabetical entries and provides users with 100 sample documents. Authors Wilson and Wauson are the founders of a successful corporate communications consulting firm and have also written the Administrative Assistants and Secretaries Handbook (2003). Section 1, The Writing Process, thoroughly covers topics such as interviewing, using visuals, proofreading, documenting sources, and even writing collaboratively. Section 2 is the Business Writers Alphabetical Reference, starting with entries for A, an and Abbreviations and moving on through Capitalization, Compound predicates, Infinitives, Sentence variety, and Transitive verbs, to name a few examples. Among the highlights of this section are the list of Cliches and the chart of Biased or sexist language (with alternatives). The 102 sample documents in section 3 include brochures, reports, rsums, and training-manual and online user-guide examples. The detailed table of contents and index will assist users in finding what they need. This well-organized resource provides clear examples, numerous cross-references, and practical, useful sample documents. Accessible to all, it is designed and written for businesspeople in every category as well as academic faculty and students. Recommended for business and writing collections. --Susan Awe "A highly relevant, reasonably priced, and authoritative work; an essential purchase for most libraries and a likely boon to patrons with an entrepreneurial spirit." --Library Journal From the Inside Flap When it comes to writing, do you know how many businesspeople are just winging it? Almost everyone! And it shows in sloppy grammar, incomprehensible language, poorly structured documents, shoddy research, and downright ugly formatting. Whether its a simple business letter or a hefty annual report, poor writing looks bad for the organization, and it really looks bad for the person producing it. Help is now here. The AMA Handbook of Business Writing is a complete A-to-Z reference on everything you need to produce top-quality documents. Offering the expansive breadth of information found in The Chicago Manual of Style, but without the excessive detail and complexity, youll find here more than 600 pages of instantly accessible, thoroughly useful information for getting any job done. Youll be able to: Find instant answers to

hundreds of style and grammar questions, such as which words to abbreviate, whether to use whos or whose, where to place an adverb, what to capitalize, when to use a comma, which words denote bias, and much more. Take advantage of useful guidelines for moving your document from inception to completion, including how to conduct the essential background work of brainstorming and researching, all the way through to final review and publication. Transform a long, disorganized text into a professional, polished document, including advice on how to create charts or graphs to support understanding, and format headings and subheads to enhance readability. Get dozens of samples of expert writing from fundraising letters and marketing brochures to business plans and proposals along with guidelines and checklists for preparing your own. With examples and cross-references throughout, the monumental, easy-access *The AMA Handbook of Business Writing* is an indispensable desktop reference for every business professional. Kevin Wilson is a writer, instructional designer, training consultant, and vice president of Videologies, Inc., a company that specializes in training administrative professionals. His programs have won numerous awards and been translated into twelve languages. Jennifer Wauson is a training consultant, project manager, and president of Videologies, Inc. She has produced award-winning multimedia training programs for companies such as IBM, Sony, Chevron, and HP. They are the authors of the best-selling *Administrative Assistants and Secretarys Handbook*, now in its third edition.