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HBR Guide to Better Business Writing by Bryan A. Garner

When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and ...

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The principles of good business writing—fast, focused openings; key points at the top of each section; just enough detail—will serve you better than twisting your content to fit a generic template. Lead with your key points. You're not writing a murder mystery. Business readers want clarity, not suspense.

HBR Guide to Better Business Writing | Garner, Bryan A ...

Bryan A. Garner's blog series on business writing draws on advice in Garner's new book, the HBR Guide to Better Business Writing. Bryan A. Garner is a leading authority on writing, usage, grammar, and style. He is the author of many books on writing, including the HBR Guide to Better Business Writing and the best-selling reference work Garner's Modern American Usage.

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