

Hbr Guide To Better Business Writing Bryan A Garner

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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. Follow him on Twitter: @BryanAGarner. 1.

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"You can have all the great ideas in the world and if you can't communicate, nobody will hear them." Luckily, everyone has the capacity to improve, says Bryan Garner, author of The HBR Guide to...

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Be polite. Avoid sarcasm and other communication styles that can be easily misinterpreted. Many of the best business writers imagine they are speaking to their audience face-to-face. Add your own touch to achieve a better business writing style. Finally, be yourself. Authors have their own personalities and styles.

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HBR Guide to Better Business Writing (HBR Guide Series): Engage Readers, Tighten and Brighten, Make Your Case Paperback – 1 February 2013 by Bryan A. Garner (Author) 4.5 out of 5 stars 359 ratings See all formats and editions

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The first half of Garner's HBR Guide to Better Business Writing contains short chapters (the longest is nine pages) with titles such as "Know why you're writing," "Be relentlessly clear," "Waste no words," "Be plain-spoken: Avoid bizspeak," and "Be a stickler for continuity." Most of these chapters give powerful, practical examples of effective and ineffective writing.

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