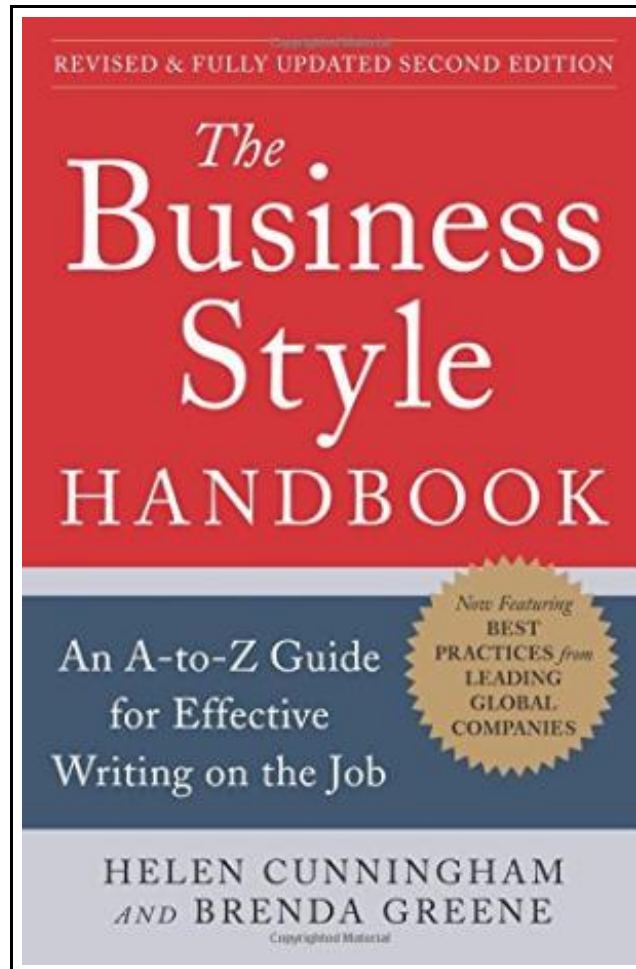


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THE BUSINESS STYLE HANDBOOK : AN A-TO-Z GUIDE FOR EFFECTIVE WRITING ON THE JOB (2ND REVISED EDITION)



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Business Style Handbook : An A-to-Z Guide for Effective Writing on the Job (2nd Revised edition), Helen Cunningham, Brenda Greene, Revised and updated A-to-Z for the realities of the digital age, the classic guide to business writing style and protocols In the ten years since the publication of The Business Style Handbook, the language of business has changed dramatically-and so have the rules. To meet the rapidly evolving needs and demands of business professionals, the second edition of this trusted resource has been completely updated for the today's digital world. The Business Style Handbook features a new lexicon of business words and phrases (based on a recent Fortune survey), as well as helpful guidance and rules that will help you express yourself clearly, confidently, and correctly in formal, informal, and short-form digital communications. New to this edition is coverage of Twitter, Facebook, and other social media sites; tips for "branding" in the workplace to showcase accomplishments and abilities; and other tools and strategies for safer, more effective business writing. Helen Cunningham is director of corporate communications at a financial services firm in in New York. Previously, she worked at The Economist Group as editor of Business Latin America. At Philip Morris International, she was a business communications specialist in the international planning department. She worked in the media/communications and marketing departments at a major international law firm. She also worked in Moscow on a joint venture. She has taught English in Spain and in New York and holds a certificate to teach English as a foreign language. Brenda Greene is the author of five books and a former editor at Working Woman magazine, Whitney Communications and North Jersey Herald & News. She is co-author of "The Web 2.0 Job...

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