



## The Business Writer's Handbook

Charles T. Brusaw, Gerald J. Alred, Walter E. Oliu

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#### The Business Writer's Handbook

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Business success requires effective communication. *The Business Writer's Handbook* is specifically geared to the art of business communication and is a standard guide in schools and businesses throughout the nation. Alphabetically arranged for quick reference, the *Handbook* provides comprehensive guidance on the writing process, in-depth treatment of grammar and usage, abundant real-world examples of business writing, and up-to-date coverage of technology. Its unique four-way access system-- the alphabetical organization, topical key to the alphabetical entries, checklist of the writing process, and comprehensive index-- ensures fast retrieval of the more than 500 entries featuring specific information and plentiful models for writing effective sales letters, memos, reports, news releases, meeting minutes, oral presentations, and much more. This edition, with its thoroughly updated and expanded coverage of electronic communication, includes new and revised entries on Web page design, the Internet, search engines, email, faxes, and more, with added coverage of online research and solid advice on finding, evaluating, and documenting Internet sources. New ESL tip boxes offer additional writing help to nonnative speakers of English, new writer's checklists highlight key information, and provide quick-reference tips for revising, formatting, and using visuals, and an appealing new two-color design makes the *Handbook* easier to use than ever. Ideal for classroom or professional use, *The Business Writer's Handbook* is an indispensable book for any reference shelf.



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