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HBR Guide To Better Business Writing (HBR Guide Series)



Synopsis

DON'T LET YOUR WRITING HOLD YOU BACK. 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 partners will get behind them. This book will help you:

- Push past writer's block
- Grab—and keep—readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Brush up on grammar, punctuation, and usage

Book Information

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Customer Reviews

Garner is a leading authority on writing and with this book he shows the importance of good business writing to save time, money, and the reader's patience. The text, with suggestions and practical tools, will help readers express ideas more clearly and persuasively.

- WorkStyle Magazine

At last! A book I can recommend to executives and to the human resource managers whose responsibility it is to develop executives: HBR Guide to Better Business Writing, by Bryan A. Garner.

- Lynn Gaertner-Johnston, Better Business Writing Blog

If you need assistance in any of these and other areas, Garner's book will be of invaluable assistance now as well as in months and years to come.

- First Friday Book Synopsis

Bryan A. Garner is a leading authority on writing, grammar, usage, and style. He is the author of many books on writing, including the best-selling reference work Garner's Modern American Usage. He is also editor in chief of the world's most frequently cited lawbook, Black's Law Dictionary.

Came in great condition and is very easy to follow along with. Great tips that come in handy with day-to-day communication. If you are new to an office environment, I would recommend purchasing this immediately. If you want someone to read your emails, and actually act on them, this guide is where to start!

This is a great book for just about anyone in business - it covers everything from emails to much more formal business writing. In addition to the strategies and dos and don'ts, there is a wealth of information available in the appendices.

a must read. I am going to send it to my nieces and nephews

great

Great informatio

Bryan Garr has organized an easy-to-read, conversational book on better business writing. His before and after examples are especially effective, as is the grammar guide in the appendix. Personally, I found the 4-step writing process a bit confusing in the initial chapter. He does explain it in-depth a few chapters later. Overall, a concise, easy-to-use guidebook to better writing!

I am retired, so this is an excellent refresher.

Very precise to explain what is efficient English writing, lean much concept on how sharp in using sentence. It is different from other traditional version, focusing on concept to use good sentence, not just give you many test papers, let you realize it deeply.

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