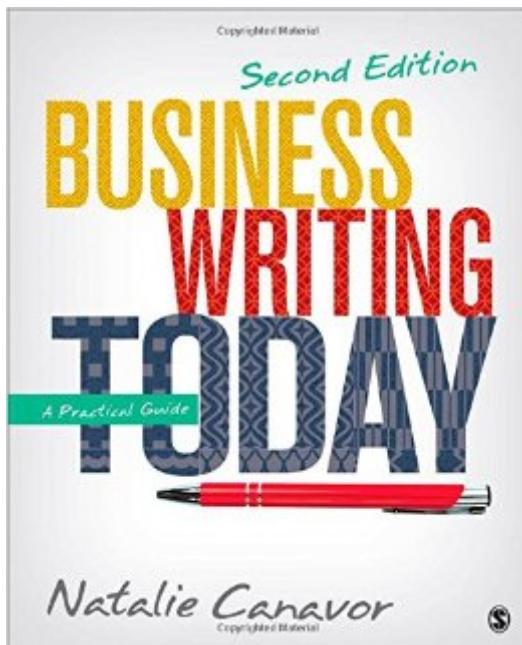


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# Business Writing Today: A Practical Guide



## **Synopsis**

Confident writers succeed. Whether you aim for a career in the business, nonprofit or government world, good writing equips you to stand out. In this accessible and reader-friendly book, Natalie Canavor shares a step-by-step framework to help you write strategically, win opportunities, and perform better on the job. You'll know what to say and how to say it in any medium from email to blog, cover letter, proposal, resume, report, website, tweet, news release, and more. You'll discover practical, grammar-free techniques to improve all your writing and learn how to recognize and fix your own problems with clear demonstrations. *Business Writing Today, Second Edition*, gives you tools, techniques and inside tips drawn from the worlds of journalism, corporate communications and public relations. It prepares you to better understand the business world and communicate in ways that achieve your own immediate and long range goals in today's highly competitive work environment.

## **Book Information**

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## **Customer Reviews**

Canavor discusses business writing in her book for strategically inclined students, but more importantly, she embodies this professional writing in her own writing. She does not waste the reader's time with fluff and rhetoric. Instead, the book is clear and concise maximizing your knowledge of how to plan and execute writing for today's business world.

We live in a digital age that has made excellent communication simultaneously more difficult and

more important. As a result, writing is more important than ever. This means learning how to write, and specifically how to write in the business world, is essential. Canavor's book is here to help, acting as an excellent guide for improving your writing. Whether you're just starting your career or a CEO, learning to improve your writing will only help better your professional self. Whether it is an email to your boss, a message to your employees, or an important document for your business, learning to write is extremely valuable and Canavor has ways to help. *Business Writing Today* teaches ways to be clear and simple, because simple writing is better customer service, while also remaining engaging, warm, and empathetic. Her book is engaging, informative, and provides excellent tips and strategies. We used this book for learning to write in a college course and it was very helpful. Her writing encompasses everything she aims to teach.

Canavor's text follows the advice she describes -- be clear, concise, and know your audience. As a college student reading this for a three week course on public relations writing, I felt my needs were addressed. Rarely would I drift to social media or Netflix reading her chapters on personalizing emails, finding the correct tone and organizing professional writing. While the subject in itself is riveting, Canavor's enthusiastic voice and use of relevant examples connected my professional goals to her text, leaving me engaged and knowledgeable by the last sentence. For anyone looking to improve his writing, as an experienced businessperson, college student or aspiring public relations professional, *Business Writing Today* is a must read.

Natalie Canavor provides the reader with a practical and straight forward guide towards writing well. Canavor outlines a variety of tools and techniques that are beneficial to anyone attempting to improve their writing. The tips provided are highly applicable no matter what profession or age group the reader is in. Canavor displays her knowledge of different aspects of writing in the business world and includes a wide array of sections that touch on many different areas, for example, writing to persuade, applying for jobs, and letters and memos. Natalie Canavor's writing is clear and concise and leaves you with new knowledge that is imperative in today's business world without feeling overwhelmed by excessive information.

As a student studying strategic communications, I found Ms. Canavor's book extremely helpful. Business writing is different than traditional writing, and she does an excellent job of breaking it down. Her book covers a wide range of topics, from forming sentences to writing a professional e-mail. Canavor writes clearly and simply, with language that is easy to understand. She also gives

tips throughout the book and teaches you how to apply what you learn. I gained invaluable writing skills from this book, and I recommend it to anyone who wishes to advance their professional writing skills.

This may well be the best textbook I have ever used. I teach undergraduates professional writing and rhetoric, and I find most texts too wordy. This book is packed with useful advice, clear directions and examples, helpful testimonials--even its exercises at the ends of the chapters are spot on. I'm subbing for our regular business writing professor this term, and this book alone makes me happy to have taken on the class. I find I use its advice in my own writing, as well.

Natalie Canavorâ™s *Business Writing Today* perfectly exemplifies the idea that business writing is essential to survival in any type of workplace. Canavorâ™s guide is an easy to read; it is sectioned clearly and covers nearly everything I had questions about writing in a business setting. It demonstrates concepts from how to sound less pompous in your emails to applying journalism and PR techniques throughout all forms of business writing. My one complaint would be the books monotonous tone, though suitable for the subject it is covering. All in all, I thought this book was extremely helpful and covered almost every facet of business writing.

After assigned reading in Ms. Canavorâ™s "Business Writing Today" for a Strategic Writing class I can say it has been one of my preferred books used in a college. Canavor delivers practical, important information about writing in a clear way. She helps her readers understand not only how to communicate well through writing, but why certain approaches are ideal for the business setting. As a psychology major, this book has helped me comprehend business writing, something I was not originally comfortable with. I recommend this book to college students studying business writing and/or professionals in the communications field.

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