

图书基本信息

书名：<<(商业写作 ( 企鹅写作指南 ) Writing for Business>>

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## 内容概要

Business demands many types of writing skills—from creating proposals and presentations to compiling reports and briefings.

This one-stop , no-nonsense guide shows you how to improve your writing at work , including how to discover your strengths and weakness , how to identify your audience , and how to develop your argument and keep information flowing while avoiding overused jargon.

It shows you how to make the most of the language you use and make your writing effevtive and influential.

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