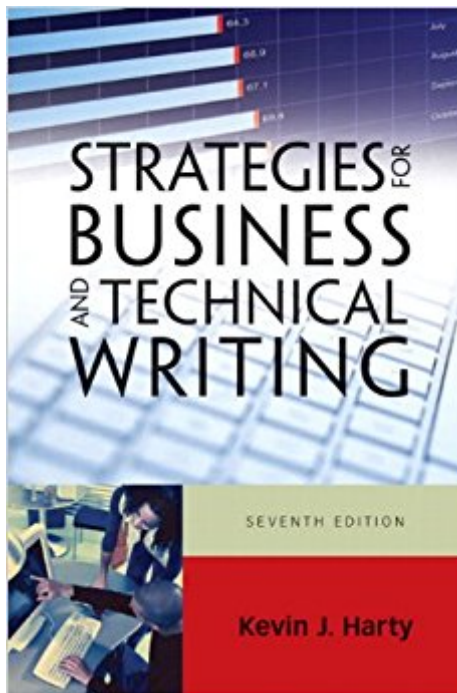




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Strategies For Business And Technical Writing (7th Edition)



Synopsis

This unique anthology was created with a simple principle in mind: to offer the best advice from the best sources about the most important issues business and technical writers face every day. *Strategies for Business and Technical Writing* teaches effective writing for the world of work. Reading selections from seasoned professionals in business, technical, and academic fields provide examples, models, and sound advice for writers at any level. Covering such topics as audience analysis, language use and misuse, writing and revision processes, and the influence of technology on communication in the working world, this book will appeal to both practical-minded students and professionals already working in business, technology, and industry.

Book Information

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Customer Reviews

For anyone who has written a resume and cover letter to apply for a job, a proposal to land an account, an e-mail to a colleague or a memo his or her co-workers, this book is for you. These everyday business documents may seem simple to write, but in reality are quite difficult to do well. This book will provide the instruction, advice, and necessary examples of how to compose effective business and technical writing. This book teaches effective writing for the work world, offering great advice from the best sources. The reading selections, written by seasoned professionals in the business world, teach professional writing as well. Covering topics including the revision process, non-biased word choice, and audience analysis, the book is based on the premise that all successful writing consists of clear and effective prose. Yet, it points out the ways in which business

and technical writing differs from the expository prose most readers have learned. Also included are discussion of specific documents, including resumes, letters of application, letters that sell, memos, e-mail, reports and proposals. Anyone who engages in business or technical writing. --This text refers to an out of print or unavailable edition of this title.

Good book for business writing.

Had to buy this for a class. For its prpose, this book is actually pretty good. Be aware, this isn't a style guide or anything like that. You're not going to get too much in terms of specific word usage, formatting, and the like. This is more about thinking bigger picture--reflecting on why you're writing what you're writing and things to do to help you reach you're goal. That's why it's a "strategies" book. Strunk&White, the AMA guide, and all those are more the "tacticts".

If you are looking for a topical discussion of technical and business writing, I think you can do better. That said, the book is a quick, informal, benign read. Though it purports to be updated, some of the essays go back to the early 60s. Some of the techniques discussed don't quite agree with the methods discussed in Mike Markel's "Technical Communication" or Carolyn Rude's "Technical Editing." If your instructor requires it for a course, buy it used. You'll likely sell it to someone else when you're done, as I will. It makes no sense to lose that much value on the resale.

I'm a student with a minor in Professional and Technical Writing. This book is not assigned reading, but excerpts keep popping up in my lectures and so forth. I finally realized I was checking it out from the campus library so much I may as well buy a copy of my own. It works for my purposes and I do see myself referencing it even when I'm done with school.

Wasn't a bad book, it had a lot of common sense. So someone who is in their junior or senior year of college or who has been extensively writing in the workplace, might not need it as much. I would recommend it for freshmen, or those just going into the workplace with limited knowledge of technical writing.

This book came sticky and gross. I tried my best to wash off the sticky but it didn'r really wash off. It was so gross.

Cons - It's dry and underwhelming. It is a slow read and I wish my professor would have chosen a different book. Pros - It is easy to read.

This book is supposed to be a new edition but there are only a few articles that have changed. Some outdated ones still remain. Unfortunately, there aren't any standards for what constitutes a new edition. This is a shame because students pay more for books that are almost identical to previous editions.

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