

The article which I have selected for this week's discussion exemplifies strong business writing through its ability to meet reader expectations, be clear and concise, and communicate efficiently and effectively.

The article meets readers' expectations by providing relevant information on the topic of business negotiations. As the title suggests, the article discusses strategies for preparing for and conducting successful negotiations. The content delivers on this promise by outlining key steps like determining negotiation style, defining goals, understanding the other party's interests, and employing strategic techniques during the negotiation itself. This fulfills what readers likely expect when seeing an article about negotiation preparation.

The writing is clear and concise. The author uses straightforward language and avoids excessive wordiness. Key points are summarized in bullet-pointed lists, making them easy to grasp. The clear structure also contributes to conciseness - the article logically moves through each phase of preparation and quickly highlights major ideas. This clarity and concision allow readers to easily absorb the guidance. For instance, I would quote few lines from the article showing the authors grasp on business writing "By working with employees to create a clear career path and set goals with a potential for growth,

a manager can create positive esteem within each team member. By showing them that they are valued and have responsibility, and then to recognize and reward them for a job well done, a manager can create an "involved employee." It is then much easier to turn that sense of involvement into enthusiasm and a sense of pride in ownership that creates the highest levels of

engagement with employees” (Carnegie, 2012).

Lastly, the article communicates in an efficient and effective manner. It provides practical, actionable advice that readers can apply to upcoming negotiations. The focus remains on the most impactful strategies rather than exhaustive detail. This enables readers to efficiently grasp the core recommendations and effectively improve their negotiation capabilities. The tips are also presented cohesively so connections are apparent, contributing to the piece's effectiveness.

In summary, this business-focused article exemplifies strong writing through meeting reader expectations for relevant negotiation advice, communicating points clearly and concisely, and efficiently and effectively conveying actionable strategies. This makes it a model of effective business writing. The piece provides value to readers by delivering information in a focused, organized, understandable way.

References:

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Word count: 383