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The Plain English Approach to Business Writing (Paperback)

By Edward P. Bailey

Oxford University Press Inc, United States, 1997. Paperback. Condition: New. Revised edition. Language: English. Brand new Book. In offices across America, the Masters of Gobbledygook are hard at work. They're bombarding in-boxes with those long, confusing memos that colleagues don't have the patience to read-and bosses don't have the time to rewrite. They use words like "commence" or "prior to" instead of "begin" or "before." They bury their main point somewhere in the last paragraph-and take two pages to get there. Everybody knows one of them; in fact, you may even be one of them. But now there's help for anyone who's ever fallen prey to businessese, academese, legalese, or any other "ese" when faced with a blank memo pad. In The Plain English Approach to Business Writing, Edward Bailey-who spent twenty years working in the bastions of bureaucratese-offers readers a powerful new communications tool. Written for busy professionals who want to improve the quality and clarity of their own (or their staff's) writing style, this no-nonsense guide is an indispensable office companion. Bailey's approach is surprisingly straightforward: just write as you would talk. Plain English is not only easier to read; it's also easier to write. And it's so effective that many...



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