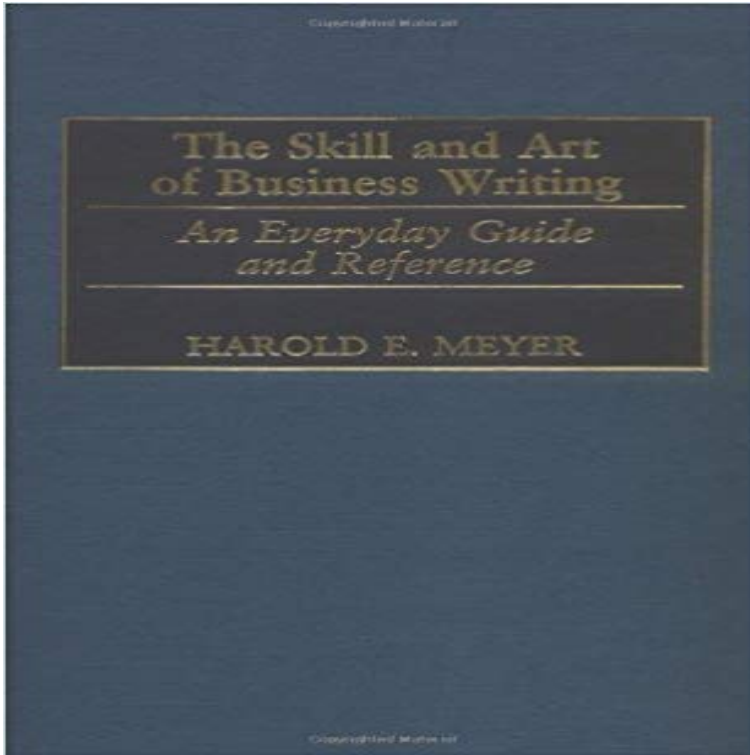


# The Skill and Art of Business Writing: An Everyday Guide and Reference



An industrial accountant with an accountants dedication to accuracy, Harold E. Meyer is also a master of precise, clear writing. In his latest book on how to express yourself in a variety of settings, for a variety of purposes, he proves that easily understood writing can be learned. He shows how to use ordinary English to produce clear messages of any kind. Meyers approach is informal, pleasant, and presented in brief sections, each with its point clearly expressed. His book is well illustrated throughout by amusing--often startling--examples of good writing and bad writing, and what the result can be from both. A remarkable, business-oriented guide for people at all levels and in all capacities in todays organizations--where the ways in which ideas are expressed are at least as important as the ideas themselves. What makes Meyers book enjoyable and so easy to read, grasp, and is his use of personal anecdotes. Readers will learn how to punctuate, how to organize and present ideas, and other essential skills. Meyer also provides a helpful reference that explains many of the changes in the language that have occurred in recent years and when to use them. The result is an essential aid and resource for anyone who has to communicate through the use of the written word.

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