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Finally, be yourself.
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increasing pressure
to be able to
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makes the reader
feel at ease. The
benefits of being a
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communicate in
order to get ideas
across. If they
cannot, they will be
unable to make
their viewpoint

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heard and they will
be unable to
influence

customers,
suppliers and
colleagues as
desired If you can
write well, you will
find that your
views are given
prominence over
those of others.

Effective
communication,

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and that includes writing, is the key to career success and advancement. This book is for those who have difficulty in getting thoughts into words or their ideas across, as well as those who are satisfied with their writing but are ready to

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strategically.

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what to say and
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coverage of
important topics
like networking,
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where and what to
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streamlined table
of contents is now
organized into four
major parts,
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into more
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those publishing
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Business Writing Guide provides a comprehensive guide to clear and precise writing that will help develop basic communication skills for the beginner, and refresh the basics for the experienced business writer. Major topics are arranged

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alphabetically and
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