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Plain Style: Techniques for Simple, Concise, Emphatic Business Writing

Richard Lauchman

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Good writing is good business. Simple, straightforward writing saves time, creates good relationships, and prevents expensive misunderstandings. But why is it so hard to achieve? This incisive guide suggests ways to think about writing -- what it should look and sound like, as well as what it should accomplish -- that can simplify how writers choose to express their ideas. It examines the reasons why many businesspeople with good skills tend to write strange, needlessly complicated sentences -- and shows them how to break the habit. PLAIN STYLE offers 35 practical techniques that foster simplicity, conciseness, and emphasis.

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