

Effective Writing: Stunning Sentences, Powerful Paragraphs, Riveting Reports (The Effective Writing Series)

Bruce Ross-Larson

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A source book of proven tips and techniques to make your writing clearer, simpler, and more memorable.

Whether it's a Web page on the Internet or a chapter in an annual budget report, readers today have less time to spend wading through text-they want the writing they read to be articulate and to the point. Effective Writing will help writers at any level of proficiency produce clear, concise writing structured around the messages they want to convey to their audience, and supported with strong, well-developed paragraphs and sentences. Written in plain language and a relaxed style, this book is easily adaptable to a wide variety of writing styles and tasks, and will be helpful at any stage of the process: conceptualization, writing, or editing.



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