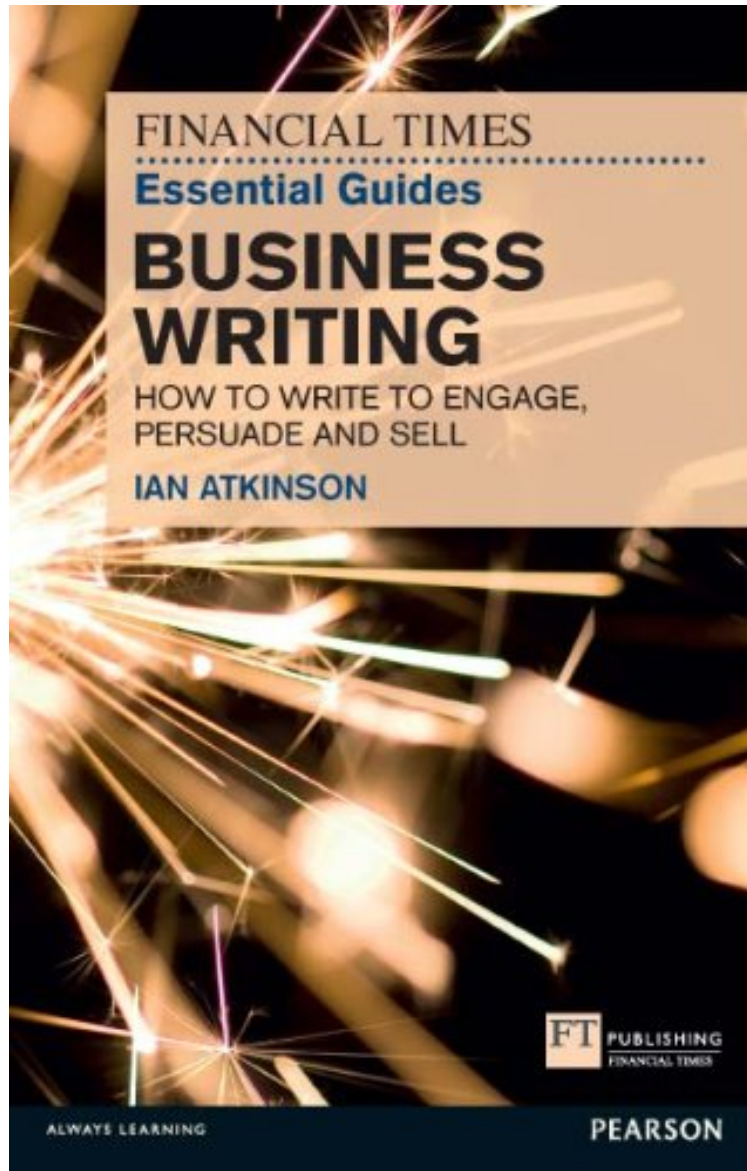


[E-BOOK] FT Essential Guide to Business Writing: How to write to engage, persuade and sell (The FT Guides)

## FT Essential Guide to Business Writing: How to write to engage, persuade and sell (The FT Guides)

*Ian Atkinson*

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**FT ESSENTIAL GUIDES: THE KNOW-HOW YOU NEED TO GET THE RESULTS YOU WANT**  
About the Author Ian Atkinson is a multi award-winning creative director at one of the UK's biggest agency groups. He's written copy in every major medium and for some of the best-known brands in their sectors - including Avis, Barclays, Dyson, Macmillan, National Geographic, Oxfam, Sky and Zurich. He's also written, edited or critiqued hundreds of business proposals, plans, presentations, pitch documents and marketing materials. Ian has a degree in psychology.