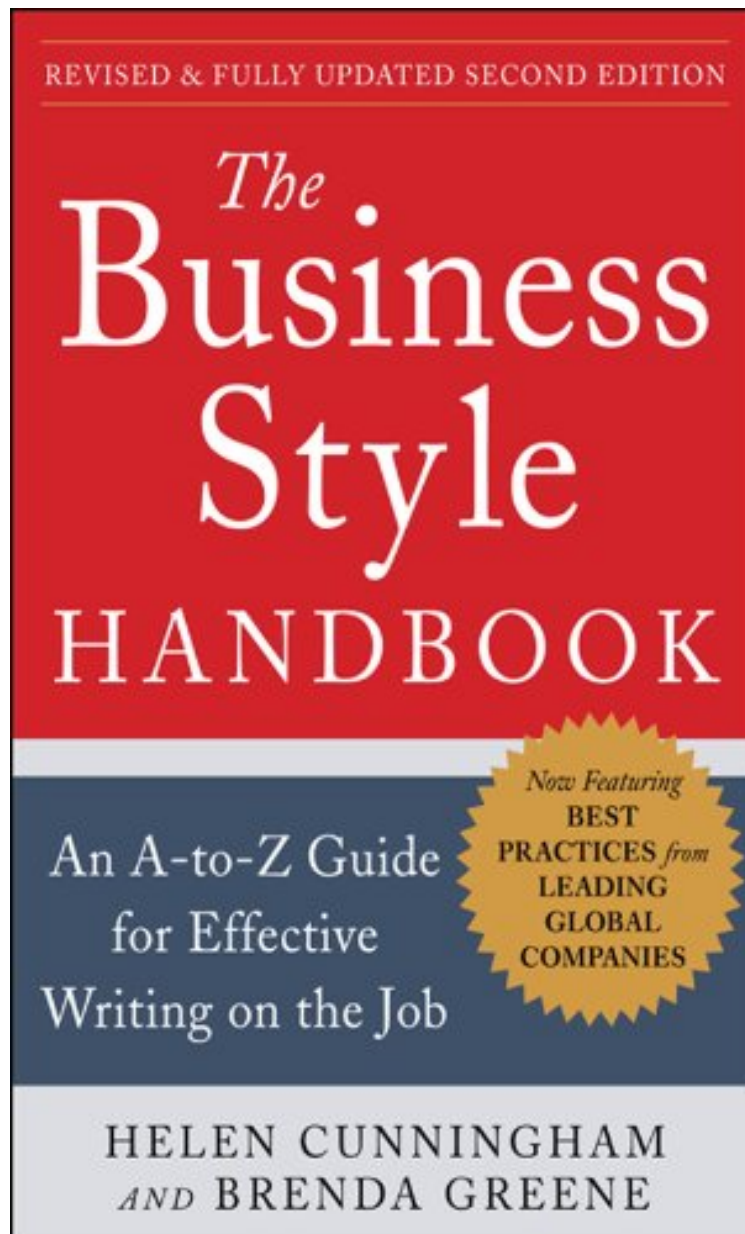


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7 of 7 people found the following review helpful. A terrific resource!
By Michael J. DowlingI am a ghostwriter, editor, and publisher, and for the past few years I have been recommending the first edition of this excellent book on my website and in my "Effective Business Writing" webinars. I am delighted that Cunningham and Greene have now published an expanded and updated second edition.
In this age of the internet, everyone is a writer. The quality of one's writing can affect the success of a career and even the success of an entire business. Unclear guidelines result in inconsistent, error-prone communications that can hurt the image of individuals and organizations. They also can lead to much wasted time, as people have to ask and answer the same questions over and over again.
Cunningham and Greene have created an excellent resource for business professionals. "The Business Style Manual" is concise, yet quite comprehensive. It should be on the desk of every business professional. Companies would do well to give copies to all of their employees.

Revised and updated for the newest digital platforms—the classic guide to business writing style and protocols
While retaining all the valuable information that has made *The Business Style Handbook* a modern classic, the second edition provides new words, phrases and guidance to help you express yourself clearly, confidently and correctly on any digital platform. New to this edition: Updated A-to-Z section with 250 new entries Best practices for email in a world of portable devices Insights from communications executives at global companies Praise for *The Business Style Handbook*
"This may be the handiest and clearest book of tips on basic business writing I've read in a long time."
— Pam Robinson, cofounder, the American Copy Editors Society
"An excellent primer on how to communicate effectively in a business setting."
— Michael Barry, vice president, media relations, Insurance Information Institute
"This book is especially helpful for people when English is their second language. I recommend it to all my business classes."
— Elizabeth Xu, Ph.D., author, executive mentor and leadership class instructor, Stanford University
"You never want poor writing to get in the way of what you're saying. . . . This style guide is a valuable resource to help ensure that the quality of your writing differentiates you."
— Bart Mosley, principal and chief investment officer, Alprion Capital Management LP

With the explosion of texts, instant messages, social media posts and blogs, they [Cunningham and Greene] say that the writing rules first outlined in their book 10 years ago are more important now than ever. They recently updated their book and re-connected with many of the Fortune 500 employers they interviewed years ago to find that no matter the profession, employees are writing more. — Anita Bruzzese, USA Today, Why you should have paid attention in grammar class
Although there are many style guides, this no-nonsense guidebook focuses strictly on business writing. The email chapter should be a must-read for every business professional who feels tempted to add a smiley face or to hit reply all to every message. It is a handy and well-organized reference book for anyone who wants to write more effectively on the job, and it may be a valuable gift for someone who uses English as a second language. — Tricia Drevets, ValueWalk.com, Before You Hit the Send Key, Check Out These Books on Business Writing
This is one of the best style books I have ever come across. The explanations and examples are clear and concise. I use it on a daily basis and would be lost without it! — Molly, Goodreads
Recommended reading — Microsoft Education Competencies: Written communications
Trust me, this straightforward, compact book will keep you out of a lot of trouble. It includes several chapters on overall style, but its true value lies in the A-Z listing of common terms and usage rules.... Notice the word 'business' in the book's title. Unlike style guides that are written from a journalism perspective... *The Business Style Handbook* stays focused on business communication.... If I don't find the answer here, I move on to more extensive manuals. But I usually find it here quickly." — Luke Michel, content strategist, PixelMEDIA
The second edition of *The Business Style Handbook* ... offers tips on business writing, including an A-to-Z guide on words that might be confused with others, or whose proper usage may not be clear. — The Globe and Mail, Harvey Schachter
Recommended book — U.S. Department of Agriculture's APHIS Leadership Development Toolkit
Included in the Skillsoft Books 24x7 BusinessPro collection of resources for on-demand learning.
About the Author
Helen Cunningham was director of corporate communications at a financial services company in New York for more than a decade. Previously, she held communications/editorial positions at The Economist Group, a major U.S. multinational corporation and an international law firm. She also worked on a joint venture in Moscow.
Brenda Greene is the author of five books and a former editor at Whitney Communications, Working Woman magazine and the North Jersey Herald News. She is co-author of "The Web 2.0 Job Finder" and the author of both editions of "Get the Interview Every Time: Proven Resume and Cover Letter Strategies from Fortune 500 Hiring Professionals" and "You've Got the Interview ... Now What?" She coauthored "America's Girl: The Incredible Story of How Swimmer Gertrude Ederle Changed the Nation," which won the

International Swimming Hall of Fame 2010 Buck Dawson award.