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HBR Guide To Better Business Writing (HBR Guide Series)



Synopsis

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you:

- Push past writer's block
- Grab—and keep—readers' attention
- Earn credibility with tough audiences
- Trim the fat from your writing
- Strike the right tone
- Brush up on grammar, punctuation, and usage

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Customer Reviews

This is one of the first volumes in a new series of anthologies of articles previously published in Harvard Business Review. In most of them, several co-authors share their insights concerning a major business subject, as is also true of volumes in other such series, notably HBR Essentials,

HBR Must Reads, and HBR Management Tips, HBR Guides offer great value in several ways. Here are two: Cutting-edge thinking from many experts in the given subject or from 25-30 sources in a single volume at a price (about \$10.90 from in the bound version) for a fraction of what article reprints would cost. In this volume, Bryan A. Garner created the material to help those who read this book to improve in areas that include overcoming writer's block, grabbing - and then keeping - readers' attention, earning credibility with especially tough audiences, trimming the fat from the message's "muscle," setting and then sustaining the right tone, and meanwhile, brushing up on the basics (i.e. grammar, punctuation, and usage). For those in need of further assistance, Garner provides a comprehensive bibliography, "Desk References," to which I presume to add Stephen King's On Writing: 10th Anniversary Edition: A Memoir of the Craft. The material is carefully organized within Four Sections: Delivering the Goods Quickly and Clearly (Chapters 1-7), Developing Your Skills (Chapters 8-15), Avoiding the Quirks That Turn Readers Off (Chapters 16 & 17), and Common Forms of Business Writing (Chapters 18-21). Readers will especially appreciate the six appendices that follow that are chock full of valuable tips and reminders. These appendices will also facilitate, indeed expedite frequent review of key material later.

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