



## Make an Impact with Your Written English: How to Use Word Power to Impress in Presentations, Reports, PR and Meetings

By Fiona Talbot

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, Make an Impact with Your Written English: How to Use Word Power to Impress in Presentations, Reports, PR and Meetings, Fiona Talbot, "Make an Impact with your Written English" deals with the English business writing you need to take you a step further in your executive career. The book also helps organizations stand apart by getting noticed for the right reasons, whatever the target audience. It focuses on writing English as a key business tool and how clear, concise messages are a must in international business today. Yet the fewer words you use, the more important it is to get them right. So the book focuses on word power: to promote and sell your messages - as well as 'brand you' and your organizational brand. This is an essential read, full of invaluable advice and checklists for native and non-native English writers who need to brush up their skills in writing English for sales, PR, presentations, reports, minutes, manuals and the web etc.



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