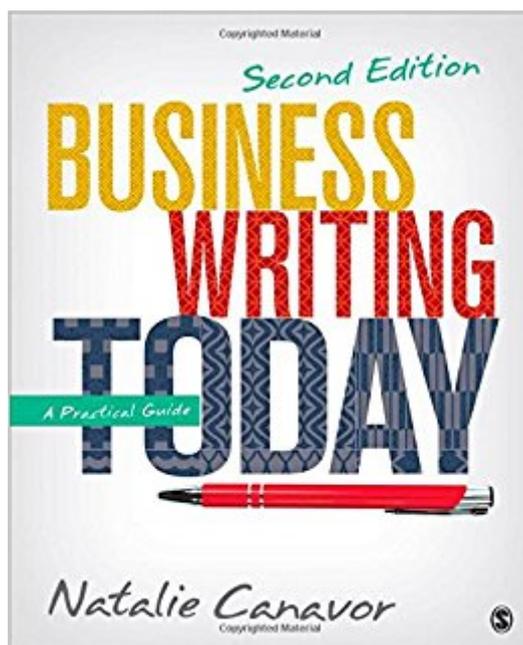


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# Business Writing Today: A Practical Guide



## Synopsis

Confident writers succeed. Whether you aim for a career in the business, nonprofit or government world, good writing equips you to stand out. In this accessible and reader-friendly book, Natalie Canavor shares a step-by-step framework to help you write strategically, win opportunities, and perform better on the job. You'll know what to say and how to say it in any medium from email to blog, cover letter, proposal, resume, report, website, tweet, news release, and more. You'll discover practical, grammar-free techniques to improve all your writing and learn how to recognize and fix your own problems with clear demonstrations. *Business Writing Today, Second Edition*, gives you tools, techniques and inside tips drawn from the worlds of journalism, corporate communications and public relations. It prepares you to better understand the business world and communicate in ways that achieve your own immediate and long range goals in today's highly competitive work environment.

## Book Information

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## Customer Reviews

Natalie Canavor is a business writer, author and communications consultant whose background includes journalism, magazine editing and public relations. Throughout her career she has originated programs to share the benefits of good writing. Today she conducts workshops on writing-for-results for business audiences and teaches Corporate Communications Writing at New York University. A specialist in strategic messaging, she helps businesses tell their stories effectively through print and online media. Her own byline has appeared on hundreds of features and columns

in the New York Times, Newsday, Communication World and a host of business and technical publications. She also wrote a six-year column on better writing for the International Association of Business Communicators' CW Bulletin, read online by 16,000 professionals worldwide. As a national magazine editor she created four successful start-ups, including Today's Filmmaker, Videography, and Technical Photography. As a corporate communicator, she built and directed a 14-person department for New York State's largest educational agency. She counseled top management and local school leaders on communication strategy, oversaw all print and e-media, and developed communications-skills training programs. She is co-author of a popular book for businesspeople, *The Truth About the New Rules of Business Writing*; and earlier, wrote the best-selling *How to Market Your Photographs*. Her work has earned dozens of national and international awards for articles, video scripts, web sites and publications. She is former president of the International Association of Business Communicators/Long Island, which recognized her as Communicator of the Year, and a founding officer of IABC's Heritage Region.

*Business Writing Today* is a perfect name for this book. I read this for a Strategic Writing course and we were fortunate to have Natalie Canavor guest lecture one day. Her knowledge and expertise are so evident in the cohesion of what she wrote in her book and what she said in her lecture. As the subtitle states, this book is a practical guide whether you are a student or a professional. As a student, it prepares you well for the business world. As a professional, it improves your writing in the context of your experience. One of the author's main points is that all writing asks for something. In chapter 2, she gives an example of sending an email reminder for a business meeting. To improve the communication, she suggests figuring out what you are asking for: is it for people to show up on time or is it for them to be prepared with ideas or suggestions? The answer will influence how you write the email. Throughout the book, you are taken through how to plan well and improve your writing in the context of business communications. The author discusses writing to persuade, writing for the Internet and writing for oral presentations. Overall, the content is useful and well written and the book's structure makes it easy to find what you need. I highly recommend this book and I will be keeping it as a reference for the rest of my time in college and my future career.

As a student studying strategic communications, I found Ms. Canavor's book extremely helpful. Business writing is different than traditional writing, and she does an excellent job of breaking it down. Her book covers a wide range of topics, from forming sentences to writing a

professional e-mail. Canavor writes clearly and simply, with language that is easy to understand. She also gives tips throughout the book and teaches you how to apply what you learn. I gained invaluable writing skills from this book, and I recommend it to anyone who wishes to advance their professional writing skills.

This is a great book. Very informative. Lots of important tips for writing in today's business world. The only drawback is the blue background format used for highlighted commentary from outside sources made it hard to read.

Great up to date information for today's Business world. Lots of pointers and helps you understand the difference between the different generations.

great book and service

A very practical approach to today's needs in writing.

I had to read this book for a strategic writing course, but unlike many textbooks, this book was extremely well laid out and clear. Given that it is a book about how to write well, it makes sense that it is written very well and simple to understand. Many of the techniques Natalie Canavor discusses using in your writing are encompassed in the way she wrote this book. She tells the reader that they need to write for an audience with a short attention span, while remaining concise and keeping an appropriate tone, which she does very well. Another aspect of her book that helps it stand out among all the other textbooks are the examples she uses and the takeaways at the end of each chapter. Using examples is very helpful when learning to write well, as you can see the techniques implemented, rather than simply having someone tell you what you should do, but not making it very clear what the technique means. The takeaways at the end of each chapter are also very helpful because not only do they summarize the main points, but they make it easy to go back and study the chapter again without having to reread the whole chapter. Overall, this book was not only engaging but provided the reader with a lot of relevant information. Not only did she provide information on how to write for a traditional audience, but she incorporated the necessity of changing your writing for the ever evolving, technologically advancing world. She discusses the need to change your voice and the way you write for emails compared to tweets compared to a traditional press release. If you want to learn how to write well in a communications world over

different platforms, I recommend you read this book.

After being assigned to review Natalie Canavor's book "Business Writing Today: A Practical Guide Second Edition" I was surprised at how easy it was to follow her advice. Most textbooks that are assigned for students to read have a tendency to become very cut and dry. With this book I appreciated how easy it was to digest her words and follow her advice. There are about 351 pages in the book itself but it feels lighter than that once you began reading the chapters. As there are 14 chapters in the book and each chapter is broken down into subsections that never overstate the theme of section. The book provides enough advice for students to understand how to apply these tactics in the real world, which is an invaluable tool. I also appreciate the aesthetic approach in writing this book. As I mentioned earlier, "Business Writing" is a lightweight reading material that is mainly due to how each paragraph is broken up. Canavor's book seems to have been written in a double space font which makes the words appear less jumbled and entices the reader stay focused in the lesson a little easier. There is also a blue accent theme throughout the entire book which makes it more playful to study and review compared to ordinary textbooks. The book also does a brilliant job in creating a brief checklist at the end of each chapter to overview the key points in the lesson. Not only does this make it easier for students to follow but more accommodating as it takes away the guesswork in what may or may not be the central lesson of each chapter. Overall I was very pleased with this textbook and the ample advice given within each chapter.

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