



Make an Impact with Your Written English: How to Use Word Power to Impress in Presentations, Reports, PR and Meetings: 2 (Better Business English)

Fiona Talbot

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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.

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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