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Alicia Abell

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Based on the actual writing and speaking styles of leading business executives worldwide, this book features easy-to-follow instructions and techniques for preparing polished written documents and writing and speaking in an articulate manner. Focusing on how leading business professionals really communicate, the basics of writing and speaking, including traditional grammar and speaking dos and don'ts, are covered. Examined are the particular styles in which business professionals communicate with each other and how to develop a personal professional style. Featured are special sections on writing memos, offer letters, e-mails, and other business documents that business professionals need to master.

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