

Hbr Guide To Better Business Writing

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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.

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Bryan A. Garner is a leading authority on writing, usage, grammar, and style. He is the au- thor of many books on writing, including the HBR Guide to Better Business Writing and the best-selling reference work Garner’s Modern American Usage. Follow him on Twit- ter: @BryanAGarner. 1.

~~*GUIDE TO BETTER BUSINESS WRITING*~~

Finally, if you know your audience well, your writing will be better. But if you don’t, be sure to learn about them. If they are a busy superintendent of schools, and early education (your topic ...

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HBR Guides are for busy managers looking for smart answers to common challenges. Each guide is packed with useful tips and practical advice from leading experts. Plus, find downloadable tools and...

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“You can have all the great ideas in the world and if you can’t communicate, nobody will hear them.” Luckily, everyone has the capacity to improve, says Bryan Garner, author of The HBR Guide to...

~~*How to Improve Your Business Writing - Harvard Business Review*~~

Be polite. Avoid sarcasm and other communication styles that can be easily misinterpreted. Many of the best business writers imagine they are speaking to their audience face-to-face. Add your own touch to achieve a better business writing style. Finally, be yourself. Authors have their own personalities and styles.

~~*8 Harvard Tips for Better Business Writing*~~

HBR Guide to Better Business Writing (HBR Guide Series): Engage Readers, Tighten and Brighten, Make Your Case Paperback – 1 February 2013 by Bryan A. Garner (Author) 4.5 out of 5 stars 359 ratings See all formats and editions

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The first half of Garner’s HBR Guide to Better Business Writing contains short chapters (the longest is nine pages) with titles such as “Know why you’re writing,” “Be relentlessly clear,” “Waste no words,” “Be plain-spoken: Avoid bizspeak,” and “Be a stickler for continuity.” Most of these chapters give powerful, practical examples of effective and ineffective writing.

~~*Book Review: Better Business Writing - BusinessWritingBlog*~~

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.

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Write your first draft quickly. Set a goal of writing a first draft faster than you ever have before. For example, give yourself just 20 minutes to complete a two-page document– if necessary, make the deadline real by starting to write 20 minutes before a staff meeting.

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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 nicety. 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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Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn’t always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a “dull” business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

Learn how to make better, faster decisions. You make decisions every day--from prioritizing your to-do list to choosing which long-term innovation projects to pursue. But most decisions don't have a clear-cut answer, and assessing the alternatives and the risks involved can be overwhelming. You need a smarter approach to making the best choice possible. The HBR Guide to Making Better Decisions provides practical tips and advice to help you generate more-creative ideas, evaluate your alternatives fairly, and make the final call with confidence. You'll learn how to: Overcome the cognitive biases that can skew your thinking Look at problems in new ways Manage the trade-offs between options Balance data with your own judgment React appropriately when you've made a bad choice Communicate your decision--and overcome any resistance Arm yourself with the advice you need to succeed on the job, from a source you trust. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

"You've got a great idea that will increase revenue or productivity--but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that"--

IS YOUR WORKLOAD SLOWING YOU--AND YOUR CAREER--DOWN? Your inbox is overflowing. You're paralyzed because you have too much to do but don't know where to start. Your to-do list never seems to get any shorter. You leave work exhausted but have little to show for it. It's time to learn how to get the right work done. In the HBR Guide to Getting the Right Work Done, you'll discover how to focus your time and energy where they will yield the greatest reward. Not only will you end each day knowing you made progress--your improved productivity will also set you apart from the pack. Whether you're a new professional or an experienced one, this guide will help you: Prioritize and stay focused Work less but accomplish more Stop bad habits and develop good ones Break overwhelming projects into manageable pieces Conquer e-mail overload Write to-do lists that really work

Every day begins with the same challenge: too many tasks on your to-do list and not enough time to accomplish them. Perhaps you tell yourself to just buckle down and get it all done--skip lunch, work a longer day. Maybe you throw your hands up, recognize you can't do it all, and just begin fighting the biggest fire or greasing the squeakiest wheel. And yet you know how good it feels on those days when you're working at peak productivity, taking care of difficult and meaty projects while also knocking off the smaller tasks that have been hanging over your head forever. Those are the times when your day didn't run you--you ran your day. To have more of those days more often, you need to discover what works for you given your strengths, your preferences, and the things you must accomplish. Whether you're an assistant or the CEO, whether you've been in the workforce for 40 years or are just starting out, this guide will help you be more productive. You'll discover different ways to: Motivate yourself to work when you really don't want to Take on less, but get more done Preserve time for your most important work Improve your focus Make the most of small pockets of time between meetings Set boundaries with colleagues--without alienating them Take time off without tearing your hair out Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

ARE YOUR WORKING RELATIONSHIPS WORKING AGAINST YOU? To achieve your goals and get ahead, you need to rally people behind you and your ideas. But how do you do that when you lack formal authority? Or when you have a boss who gets in your way? Or when you're juggling others' needs at the expense of your own? By managing up, down, and across the organization. Your success depends on it, whether you're a young professional or an experienced leader. The HBR Guide to Managing Up and Across will help you: Advance your agenda--and your career--with smarter networking Build relationships that bring targets • deadlines within reach Persuade decision makers to champion your initiatives Collaborate more effectively with colleagues Deal with new, challenging, or incompetent bosses Navigate office politics