



We, Me, Them & It: How to Write Powerfully for Business

John Simmons

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This stimulating reference demonstrates how anyone can learn to use words more effectively and persuasively in today's business environment. The basic framework promotes creative thinking and encourages writers to inject their personalities into communiqués, instead of relying on stale templates and forms. Examples of ways to introduce creative—and valuable—business writing techniques to office communications include differentiating a company during a sales pitch, infusing vibrancy into product and service descriptions, and even clarifying daily e-mails. This latest edition of the business-world classic includes a new introduction and updated materials throughout.

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