



Strategies for Managerial Writing

Steven Gale, Mark Garrison

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This book responds to the critical need for business professionals - and those who aspire to successful careers in business - to be able to communicate effectively through the many various written modalities common in the business world. The text is organized according to products of business writing, the memorandum, e-mail, press releases, reports, letters of evaluation, and so on. To strengthen the student learning experience, the written exercises in the text and in the workbook are based on "in-basket" exercises, real-life examples of corporate communication, and scenarios requiring the student to adopt a point of view and communicate from that position. The text and its accompanying exercises focus upon teaching the student to communicate effectively with productive outcomes.

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