



Business Writing: What Works, What Won't

Wilma Davidson

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First published by Griffin in 1994, Wilma Davidson's clear, practical guide to business writing has established itself as a steady seller and an excellent primer for anyone who writes on the job. Newly revised to cover e-mail, texts, and the latest word social media technology, the book uses examples, charts, cartoons, and anecdotes to illustrate what makes memos, business letters, reports, selling copy, and other types of business writing work.

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