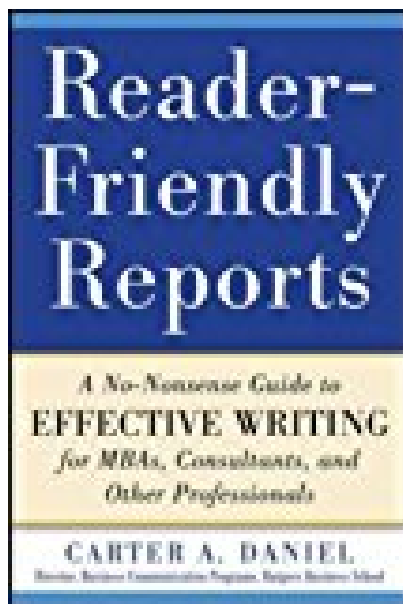


Reader-Friendly Reports A No-nonsense Guide to Effective Writing for MBAs Consultants and Other Professionals Business Books



BOOK DETAILS

- Author : Carter Daniel
- Pages : 224 Pages
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BOOK SYNOPSIS

The book that has taught thousands of students how to write winning business reports For more than 30 years, Carter A. Daniel has been teaching MBA students at Rutgers University the art of effective business communication with the aid of his eminently practical guide Reader-Friendly Reports. Now available to the public for the first time, this beloved resource gives you everything you need to translate your hard-won figures, conclusions, and insights into concise and powerful reports. No definition of communication, no history, no theory, no diagrams Reader-Friendly Reports simply shows you how to: Target your audience Determine your purpose Develop your points Organize your ideas Make smooth transitions Conduct research Illustrate with clear graphs and charts Reader-Friendly Reports (the “Daniel Manual”) is the A to Z guide to ensuring you meet your first priority: making sure people can understand and remember your report from beginning to end.

READER-FRIENDLY REPORTS A NO-NONSENSE GUIDE TO EFFECTIVE WRITING FOR MBAS CONSULTANTS AND OTHER PROFESSIONALS BUSINESS BOOKS

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