



# The Business Writer's Handbook

By Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu

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Always anticipating the needs of today's business writers, the book features up-to-date coverage of workplace technology, including the latest types of writing for the Web and advice on repurposing content for multiple aims, audiences, and media. An integrated companion Web site works with the text to offer additional resources and models reflecting the authors' trademark clarity.

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## **The Business Writer's Handbook By Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu Bibliography**

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## **Editorial Review**

### Amazon.com Review

This fifth edition of *The Business Writer's Handbook* consists of nearly 700 spiral-bound pages written with both business students and professionals in mind. (It is also available in a paper-bound version, but how nice to be able to lay the book flat on one's desk for ease of reference.) "Our focus," say the editors, "is on helping professionally oriented writers develop effective skills and strategies for communicating in a rapidly changing environment," and that they do. The entries, arranged alphabetically, are straightforward and to the point. Sandwiched between items addressing issues of English grammar and word usage are guides to writing résumés, resignation letters, and everything in between (e.g., abstracts, annual reports, e-mail, executive summaries, form letters, feasibility studies, memos, mission statements, proposals, and trade journal articles). Throughout the book, the point is made that good writing has a marked effect on business communications--a short, personal collection letter, for instance, "will usually motivate a customer to pay a bill faster than will a form letter." Since the book is written for the business professional, many of the usage and grammar issues are illustrated with business-related examples, but don't think that that means the book isn't any fun. Consider the first sentence in an entry for *gobbledygook*: "*Gobbledygook* is writing that suffers from an overdose of traits guaranteed to make it stuffy, pretentious, and wordy." --Jane Steinberg

### Review

"*The Business Writer's Handbook* is a 'keeper.' Students can use it for years after they graduate, and I think that many of them do."

--Linda Van Buskirk, Cornell University

"*The Business Writer's Handbook* is an excellent reference that students can use throughout their academic career and beyond. I intend to recommend this text to my students and to the executives I work with as a consultant."

--Anne Greenhalgh, University of Pennsylvania

"This is the best business writing handbook that I have seen. Ever since a colleague showed me *The Business Writer's Handbook*, I have not even been tempted by another handbook."

--William Allegrezza, Indiana University Northwest

"*The Business Writer's Handbook* is by far the best on the market."

--Stuart Brown, New Mexico State University

"The concise grammar explanations are very useful. *The Business Writer's Handbook* provides excellent examples and walks students through some difficult concepts."

--Lesley Baker, Tulane University

"*The Business Writer's Handbook* meets the skill level and needs of my students. It is a source I encourage them to keep as part of their professional libraries...This is the only handbook I've ever considered using, and I've been using it since the first edition."

--James R. Stull, San Jose State University

## About the Author

Gerald J. Alred is professor of English at the University of Wisconsin - Milwaukee, where he teaches business and technical writing. He is also the coauthor of *Writing That Works*, Seventh Edition (Bedford/St. Martin's, 2001), and the author of *The St. Martin's Bibliography of Business and Technical Communication* (St. Martin's Press, 1997).

Charles T. Brusaw is presently a business writing consultant for corporations worldwide. He retired from NCR Corporation after working for twenty years as a technical writer. He has also worked in advertising, public relations, and curriculum development. He is also the coauthor of *Writing That Works*, Seventh Edition (Bedford/St. Martin's, 2001).

Walter E. Oliu is Acting Director of the Division of Freedom of Information and Publications Services at the U.S. Nuclear Regulatory Commission and has taught at Miami University of Ohio and Slippery Rock State University. He is the coauthor of *Writing That Works*, Seventh Edition (Bedford/St. Martin's, 2001).

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