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Survival Writing (How to Write Letters, Resumes, Pitches, Invoices, Emails, Articles, Reports and Everything Else You Need to Know How to Write)

By Claire Scrivener

Cheshire House Books. Paperback. Book Condition: New. Sam Ryskind (illustrator). Paperback. 210 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Okay. Here it is. The ultimate How To for anyone whos entering or reentering the job market, starting a small business, or working freelance. Crammed with information, both technical and strategic, about everything listed in the subtitle (and more), this is sure to be the one and only writing book youll need. Based on a college course she taught in New York City at the School of Visual Arts, and on years of successful experience in business, Scrivener has penned a handbook thats lively and conversational, and embodies her basic premise: That business writing, too, should have a conversational tone. Answering tricky questions about grammar and punctuation, about sharpening thoughts to a point, about marketing, strategizing, handling stuff you hate (The 10 Most Horrible Letters You Have to Write), dealing with sticky contracts, and protecting your ideas, this engaging little volume is a reference book classic that readers will find useful throughout their careers. A must for job seekers. . . Practical, comprehensive and great fun to read Jaime Adams, The Adams Agency. Smart, insightful approaches to get results. . . Should...



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