



The Economist Style Guide: A Concise Guide for All Your Business Communications (Economist Books)

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An authoritative reference on clear, concise writing

Witty, concise, and enlightening, The Economist Style Guide is an authoritative resource for all your written communications. Based on the style guide used by the writers for the renowned international business journal acclaimed for its crisp, clear writing, this practical guide offers unerring guidance on grammar, usage, and style in business communications.

Providing sage advice on writing in general ("Use the language of everyday speech"; "Long paragraphs, like long sentences, confuse the reader"; "Don't overdo the use of don't, isn't, can't, won't, etc."), the Guide clarifies such perpetual questions as: compare with (emphasizes differences) and compare to (similarities) different--used with from, not to or than affect (to have an influence on) and effect (to accomplish)

There's also invaluable information on international business terms and abbreviations, political and geographical facts, units of measurement, currencies, trade classifications, differences between American and British English, and much more.

In today's high-speed business environment, the ability to communicate clearly, accurately, and concisely is essential to professional success. The Economist Style Guide has become the reference of choice for businesspeople everywhere who need practical, authoritative advice on how to improve their written communications.

Developed from the style guide used by those who work for The Economist—the international business journal renowned for its writing excellence—this handy resource provides easily accessible answers to the numerous questions of usage, grammar, and style that frequently arise in the course of a business day.

Offering invaluable guidance on the principles of good writing, The Economist Style Guide defines commonly misused words and expressions, and explains the correct use of punctuation, abbreviations, capital letters, and more—all illustrated with an abundance of amusing examples.

As an aid to those engaged in international business, the Guide supplies a wealth of handy reference material on such areas as units of measurement, political and geographical terms, currencies, trade classifications, differences between American and British English, and much more.

Whether you are dashing off a quick e-mail message or preparing a formal report, The Economist Style Guide will help you hone your language skills and sharpen all your business communications. It is an indispensable aid to clarity and precision that will prove its value again and again as the reference book you'll keep within reach whenever you write.

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