



FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Financial Times Guides)

By Ian Atkinson

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Whether you are writing a proposal, a report, a presentation or an email, this book will show you how to write to persuade staff, colleagues, board directors and customers. The *Financial Times Essential Guide to Business Writing* demonstrates how your choice of language can influence your reader. It gives you clear examples to show you the dos and don'ts of successful business writing and essential tips that are proven to make your writing more effective.

It shows you how to write for different audiences and in different media using style, structure and the psychology of language to your advantage. It also gives you the writing secrets used by the world's best advertising writers, which you can use to great effect in your own business writing.



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Editorial Review

From the Back Cover

‘It’s a fascinating subject – and a fascinating book. Without doubt, it’s one of the best guides on business writing available today, expertly written and with clear, understandable guidance throughout. It will supercharge your writing and fast-track your business success.’

Kate Allen, Head of UK & Ireland Marketing, BP Castrol

‘Every serious business professional should have a copy of this book; it’s an absolute godsend. One of the three business books I always have on my desk to refer to, it’s worth its weight in gold. In fact it’s worth its weight in saffron.’

Sheridan Thompson, CRM Director, The Walt Disney Company

‘I loved this book. So many important business decisions are still made - and swayed - by writing. So if you can harness style, structure, substance and the psychology of persuasion in your writing, you've got a powerful business advantage.’

James O'Keefe, Head of Communications Planning, Lloyds Banking Group

YOUR ESSENTIAL GUIDE TO BUSINESS WRITING

The *Financial Times Essential Guide to Business Writing* gives you the critical knowledge you need to make your writing more convincing, compelling and persuasive. It will also help you develop your writing skills for the future by showing you how to coach yourself so you can consistently improve your performance.

This concise, practical guide shows you exactly how to produce writing that has both style and substance, which captures your reader’s attention, and presents an irresistible call to action. If you follow its guidance, your writing will sizzle off the page and get you the results you want.

FT ESSENTIAL GUIDES: THE KNOW-HOW YOU NEED TO GET THE RESULTS YOU WANT

About the Author

Ian Atkinson

is a multi award-winning creative director at one of the UK's biggest agency groups. He's written copy in every major medium and for some of the best-known brands in their sectors – including Avis, Barclays, Dyson, Macmillan, National Geographic, Oxfam, Sky and Zurich. He's also written, edited or critiqued hundreds of business proposals, plans, presentations, pitch documents and marketing materials. Ian has a degree in psychology.

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Diane Dockins:

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