



## 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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**FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Financial Times Guides) By Ian Atkinson Bibliography**

- Sales Rank: #2351406 in Books
- Published on: 2011-12-09
- Original language: English
- Number of items: 1
- Dimensions: 8.60" h x .49" w x 5.70" l, .66 pounds
- Binding: Paperback
- 184 pages

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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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#### **Paul Dixon:**

A lot of people always spent their free time to vacation or go to the outside with them family members or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or playing video games all day long. In order to try to find a new activity that's look different you can read the book. It is really fun in your case. If you enjoy the book that you simply read you can spent all day long to reading a guide. The book FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Financial Times Guides) it is quite good to read. There are a lot of those who recommended this book. These people were enjoying reading this book. In the event you did not have enough space to create this book you can buy often the e-book. You can m0ore simply to read this book through your smart phone. The price is not very costly but this book has high quality.

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#### **Diane Dockins:**

This FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Financial Times Guides) is fresh way for you who has intense curiosity to look for some information given it relief your hunger associated with. Getting deeper you on it getting knowledge more you know or perhaps you who still having little bit of digest in reading this FT Essential Guide to Business Writing: How to write to engage, persuade and sell (Financial Times Guides) can be the light food in your case because the information inside this specific book is easy to get by anyone. These books create itself in the form that is reachable by anyone, yes I mean in the e-book web form. People who think that in book form make them feel drowsy even dizzy this reserve is the answer. So there is no in reading a publication especially this one. You can find actually looking for. It should be here for you. So , don't miss the idea! Just read this e-book sort for your better life

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