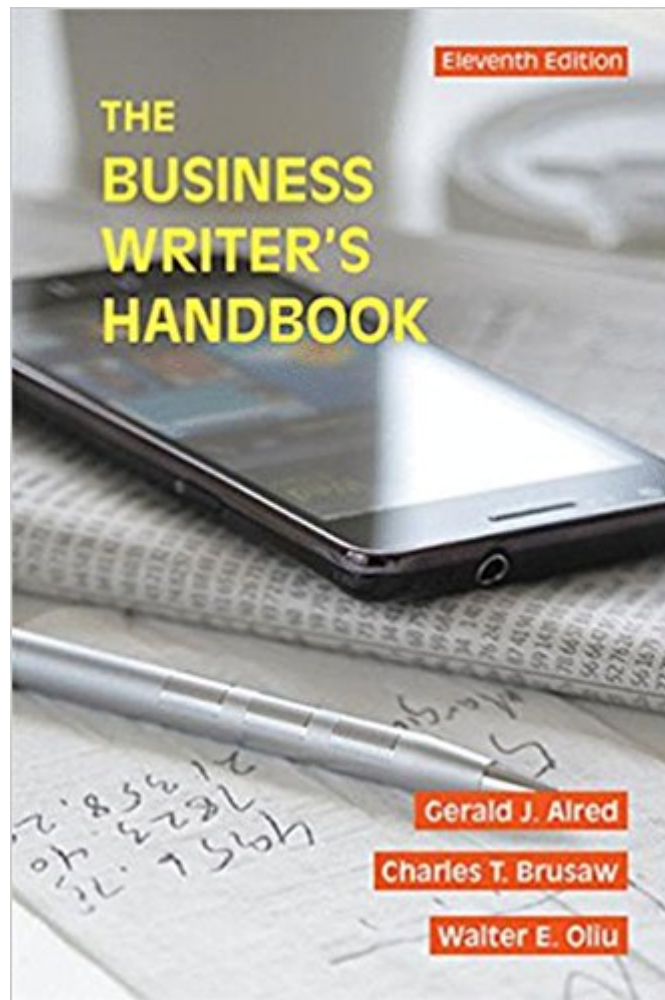




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The Business Writer's Handbook



Synopsis

PACKAGE THIS TITLE WITH OUR 2016 MLA SUPPLEMENT, Documenting Sources in MLA Style (package ISBN-13: 9781319088637). Get the most recent updates on MLA citation in a convenient, 40-page resource based on The MLA Handbook, 8th Edition, with plenty of models. Browse our catalog or contact your representative for a full listing of updated titles and packages, or to request a custom ISBN. From formal reports to everyday e-mails, The Business Writer's Handbook uses smart, accessible language to spotlight and clarify the ways we write today. Hundreds of topic entries, 90+ sample documents, at-a-glance checklists, and dynamic videos break down the best-practices, models, and real-world skills that successful writers use to communicate clearly and persuasively. Developed by a legendary author team with decades of combined academic and professional experience, the book's intuitive, alphabetical organization makes it easy to navigate its extensive coverage of grammar, usage, and style. Plus, updated, in-depth treatment of pressing issues like the job search, the writing process, documenting sources, and social media resonates both in class and on the job.

Book Information

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Customer Reviews

Gerald J. Alred is Professor Emeritus of English at the University of Wisconsin-Milwaukee, where he teaches courses in the Professional Writing Program. He is the author of numerous scholarly articles and several standard bibliographies on business and technical communication, and is a founding member of the editorial board of the Journal of Business and Technical Communication.

He is co-author of *The Business Writer's Handbook* and *Handbook of Technical Writing*. He is a recipient of the prestigious Jay R. Gould Award for "profound scholarly and textbook contributions to the teaching of business and technical writing." Walter E. Oliu served as chief of the Publishing Services Branch at the U.S. Nuclear Regulatory Commission, where he managed the agency's printing, graphics, editing, and publishing programs. He also developed the public-access standards for and managed daily operations of the agency's public Web site. He has taught at Miami University of Ohio, Slippery Rock State University, and as an adjunct faculty member at Montgomery College and George Mason University. His books include *Writing That Works*, Tenth Edition (reprinted chapters appear in Kevin J. Harty's *Strategies for Business and Technical Writing*, Fifth Edition, and Brenda D. Smith and Laura C. Headley's *The Lifelong Reader*, Second Edition); *The Handbook of Technical Writing*, Ninth Edition; *The Business Writer's Handbook*, Ninth Edition (Fortune and Book-of-the-Month Club selections); *The Business Writer's Companion*, Sixth Edition; *The Technical Writer's Companion*, Third Edition; *Writing from A-Z*, Fifth Edition; and *The Professional Writer*. Charles T. Brusaw was a faculty member at NCR Corporation's Management College, where he developed and taught courses in professional writing, editing, and presentation skills for the corporation worldwide. Previously, he worked in advertising, technical writing, public relations, and curriculum development. He has been a communications consultant, an invited speaker at academic conferences, and a teacher of business writing at Sinclair Community College."

When completing any sort of business writing, it is the little details that matter. Sure you can look on google for answers; however, I am a bit old school. After reading through desktop references like this the first few times, you start to get a feel for where things are located and you can quickly grab it off the shelf and open it write up to where the reminder you need is located. The ring binding makes that type of usage just a bit easier. all that being said; it isn't cheap, so unless you are regularly writing business materials, I would look for something a bit more general. This is a very niche market and I appreciate when people take the time and effort to publish quality materials to meet the needs of the few!

The ONLY Biz Writing resource any layman or executive will ever need. Intuitively laid out; entries complete, most with examples of usage/ application. Would recommend its purchase for anyone searching for a permanent, accessible resource to their reference library.

If you have difficulty with grammar or the nuances of words, then read this book. Everything else in this book can be found on reference sites online - citation formatting, etc. Don't bother with this book if your grammar is up to par and you're willing to look up official guidelines on citation online. Anyway, the official guidelines change frequently enough that it's better to not rely on an out-of-date paper book. It is important to be literate and always use correct grammar on formal business memos, however you should learn all that in English class in high school. This book was a waste of my time and money.

The authors keep current with common and popular business writing practices. Do they make/set the standards or reflect them? Business writing books abound in the marketplace. This one (or the companion Handbook of Technical Writing) needs to be on the desk of everyone who has to write memos or proposals or reports--next to a good dictionary and the Gregg Handbook. Here is a list of resources:

BUSINESS AND TECHNICAL WRITING Bibliography

Alred, Gerald J., Charles T. Brusaw, and Walter E. Oliu. The Business Writer's Handbook. 7th ed. Boston: Bedford/St. Martin's, 2003. ---. Handbook of Technical Writing. 8th ed. New York: St. Martin's, 2006. The American Heritage College Dictionary. 4th ed. 2002. American Psychological Association. Publication Manual of the American Psychological Association. 5th ed. Washington: Amer. Psychological Assn., 2001. The Chicago Manual of Style. 15th ed. Chicago: U of Chicago P, 2003. Franklin Covey Style Guide. 3rd ed. Salt Lake City: Franklin Covey, 1999. Garner, Bryan A. Garner's Modern American Usage. New York: Oxford UP, 2003. Gibaldi, Joseph. MLA Handbook for Writers of Research Papers. 6th ed. New York: The Modern Language Association of America, 2003. Goldstein, Norm, ed. The Associated Press Stylebook. New York: Basic, 2004. Institute of Electrical and Electronic Engineers. IEEE Standards Style Manual. New York: IEEE, 2005. Sabin, William. A. The Gregg Reference Manual. 10th ed. New York: McGraw, 2005. Strunk, William, Jr., and E. B. White. The Elements of Style. 4th ed. New York: Allyn, 2000. United States. Government Printing Office. Style Manual. Rev. ed. Washington: GPO, 2000.

Bought it for an English/writing class, but it still use it when necessary. It's handy and helpful to have around. I think it can be organized a little better and have a little more examples, but overall a good handbook.

Very good book for Business writing, literally step by step. However, Prof. keep switching it up and prices fluctuate, which I don't understand. So if you know your going to take an Advanced Business

Communications/Writing course, especially at Cal States, I suggest buy now. I paid way more than what it is now and mine was used.

Loved the class, and love this book. I keep it out as it is so easy to use. I can write up complex documents in a tiny fraction of the time I would be able to otherwise, if at all :). I passed the class with an A thanks to this book, and a year later I have a killer resume! Keeping this treasure for a loooooong time.

By Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu, Ninth Edition (Bedford/St. Martin's, 2009) If you are seeking a professional writing guide, this is perfect! The spiral-bound binding is efficient for flipping through the pages in this well-organized book. The small size of this chunky book is great for carrying around with you, as you write on the go. This book includes almost all the necessary business-writing guidelines, which makes it a splendid choice for high school and college students, and beyond.

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