



The Write Approach: Techniques for Effective Business Writing

Olivia Stockard

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Olivia Stockard is a New York-based communications consultant who helps business writers use their skills in analysis and logic to produce successful business messages. In this new edition of The Write Approach , Dr. Stockard discusses how the speed of technology can cause business writers to shortcut the thinking, planning, and editing needed for good writing. Rather than pushing the send button without considering the consequences, writers are guided in ways to be more thoughtful in their use of communication tools and practices. The new edition s expanded commentary and exercises underscore the author s basic premise: writers must determine their purpose for writing, consider their readers expectations, and polish the final product. Self-instructional activities invite readers to practice evaluating and improving business writing.



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