



Business Writing Tips: For Easy and Effective Results

Mr Robert Bullard

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A handy reference book for tackling all kinds of writing jobs in the workplace - with 10 tips for each of the 17 different topics/chapters. There are concisely written tips, for example, on how to write for websites, case studies and reports; how to write with ease and speed; and how to win the attention of customers, clients and the media. There is also clear guidance on grammar and punctuation, and tips on how to do effective editing and proofreading.

The author has been writing for businesses since 2003, and was previously a feature writer for national broadsheet newspapers in the UK. He draws on these experiences in the book, sharing practical techniques used by professional writers, and including examples of effective copywriting from the business world, with explanations as to why they work.

Each chapter starts with an inciteful quote by an experienced writer, and ends (for those who want them) with writing exercises and supporting references.



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