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Woodstone Press, Canada, 2012. Paperback. Book Condition: New. 198 x 124 mm. Language: English . Brand New Book ***** Print on Demand *****. Writing is about more than conveying information. It s about influencing someone to follow directions, agree with your position, take action or approve your business case. Take what you think you know about writing in your job and turn it on its head. You probably thought it was about being clear and concise so the recipient would understand it. If so, you d be wrong. If you want to be successful, you need to think about your writing differently - What it s really about is influencing others. You probably learned in high school or college English classes all about how to write, but they rarely focus on how to communicate, much less influence with your communications. Business communications in college is often more about formatting letters, the traditional headings to use formal structure, numbering, using appendices, numbering, creating technical documents and more. What it doesn t prepare you for is how to use your business writing to influence others, a key skill to being successful manager and climbing the corporate ladder. And, it s not a lot of help in the high tech, fast paced communications world we live in today and communication is simply about conveying information. In fact, the important part of communication isn t just about conveying information, it s making sure the information you convey delivers the results you need. Think about what you write in your job. Do you write procedures? If so, you shouldn t simply want people to understand them, you want them to follow them. That s influence. If you write business cases, you don t want to lay out a clear, logical argument; you want the reader...

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