



BUSINESS WRITING SKILLS

In this age of mass information and communication, being able to write clearly is fundamental to business success. Knowing how to communicate efficiently in the current business market is an enormous competitive advantage. Important areas covered include: structure, composition, content, language, planning and common pitfalls. Delegates will be given the appropriate tools and shown practical examples, to get the desired effect from all forms of written communication.

- Writing in a clear and concise style
- Improving knowledge of grammar and structure
- How to apply basic formats to everyday communication
- Projecting the right image
- Choosing the kind of language best suited to the client
- Writing succinct e-mails, reports and letters

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