



# **How To Say It (R) Business Writing That Works: The Simple, 10-Step Target Outline System to Help you Reach Your Bottom Line**

*Adina Rishe Gewirtz*

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The latest How to Say It(r) guide demonstrates a simple and effective system for persuasive and successful business writing.

Here, in an accessible format, is the Target Outline System for everyone looking to communicate well at work. Using ten simple steps, everyone can approach writing for business with ease. With specific examples, this guide shows how to:

- Determine the proper audience
- Choose the most effective words to convey the bottom line
- Craft polished, persuasive prose
- Apply this knowledge to everything from e-mail to complicated reports

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