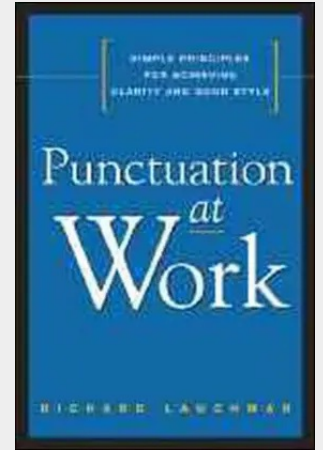


The Punctuation at Work

Simple Principles for Achieving Clarity and Good Style

Good punctuation is more than just a matter of courtesy: in workplace writing, a sentence should yield its meaning instantly. But when punctuation is haphazard, readers need to work to understand or guess at the writer's intent. Punctuation at Work provides readers with 18 common sense principles to live by, helping them to avoid time-wasting confusion, questions about professionalism and sometimes even serious and costly miscommunication. From hyphens and semicolons to brackets and quotation marks all the way to ellipses (and the eternal struggle between 'that' and 'which'), this book shows readers how to use correct punctuation to make meaning clear and emphasize their most important ideas.

Through his company the Lauchman Group, author Richard Lauchman has trained professionals in the area of business writing for over thirty years. Now, in this essential guide, he reveals how good punctuation is the key to clear written communication and to emphasizing ideas without the help of vocal tone or facial cues. Using eighteen common-sense grammar principles to live by, he teaches readers how to improve their business writing and provides them with the tools to make the whole process go a lot faster--doing away with time-wasting fretting over the placement of a mark and any confusion or accidental unprofessionalism in your compositions. In Punctuation at Work, you'll discover how to utilize all of the most important marks--from hyphens to semicolons to brackets to quotation marks . . . to ellipses--as well as how to overcome the eternal struggle between using "that" and "which," and much more. With hundreds of examples taken from today's workplaces, this book explains the many ways correct punctuation makes successful business writing a breeze.



14,80 €

14,80 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780814414941
Medium: Buch
ISBN: 978-0-8144-1494-1
Verlag: HarperCollins Leadership
Erscheinungstermin: 17.02.2010
Sprache(n): Englisch
Auflage: Erscheinungsjahr 2010
Produktform: Kartoniert
Gewicht: 349 g
Seiten: 0
Format (B x H): 152 x 229 mm

