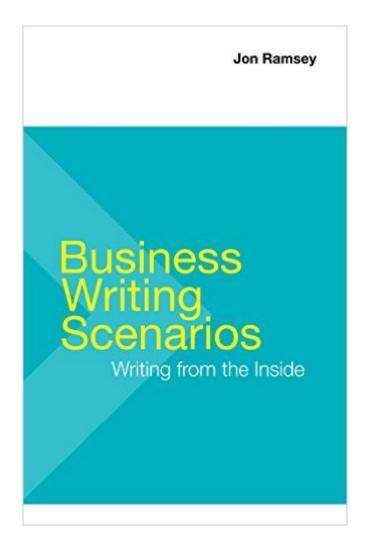
The book was found

Business Writing Scenarios: Writing From The Inside





Synopsis

Written by an experienced instructor of business writing courses, Business Writing Scenarios offers a hands on approach that immerses students in the types of writing situations they will encounter throughout their working lives. Detailed guidance and numerous examples help students build the skills they will need to respond to these situations effectively. In each of the core chapters, students first learn how other writers addressed a particular writing situationâ "such as having to convey disappointing news to employees, explain a major policy change, or respond to a difficult customerâ "effectively or ineffectively. Students then apply what theyâ TMve learned through guided activities ("applications") that ask them to respond in writing to a similar business scenario.

Additionally, the book emphasizes the potentially serious consequences of ill-considered business communications, especially those delivered electronically. A chapter dedicated to business writing gaffes provides many real-world examples of these mistakes and advises students on how to avoid them. Suitable for use on its own or in conjunction with another text, Business Writing Scenarios is a useful addition to any course building students business writing skills.

Book Information

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Customer Reviews

A huge challenge for the college business writing instructor is coming up with realistic, engaging assignments beyond the memo report and the bad-news message, â æBusiness Writing Scenariosâ • meets that challenge beautifully. The text, which I received from the publisher as a review copy, includes a wide range of case-study assignments. These cases require students to write pieces they may have to write on the job: explanations, denials, inquiries, solicitations, complaint responses, and announcements of negative news. Beyond those, the text includes excellent team writing assignments including a policy, business plan, recommendation, request for proposals, and grant proposal. A significant strength of a œBusiness Writing Scenariosa • is the supporting discussion about each writing task. Each assignment includes detailed hints to help students be successful. Those hints include ideas about the purpose, audience, communication strategy, and content of the message. They provide just the right level of support to lead to success for both students and teachers. Professor Ramseyâ ™s expertise as a writing teacher is obvious from the thoroughness of the information. An important resource for teachers and students is the textâ ™s many examples of writing, by public figures, students in business writing classes, and the author. By my count, â œBusiness Writing Scenariosâ • contains about 90 examples. Students can learn much even from the bad examples, whose faultsâ "such as their extreme brevity, poor layout, and thoughtlessnessâ "the author analyzes. I can think of past teaching situations in which one of Professor Ramseyâ ™s examples would have perfectly illustrated an essential lesson.

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