

Andrea B Geffner

Business English: A Complete Guide To Developing An Effective Business Writing Style

A Complete Guide to Developing an Effective Business Writing Style Andrea B. Geffner. FORMAT. Note: Although preparing your letter on a word processor will be easier, she also advises on achieving an appropriate business style that conveys the message. Business English: A Complete Guide to Developing an Effective Business Writing Style. Business English: A Complete Guide to Developing an Effective Business Writing Style. Business English: A Complete Guide to Developing an Effective Business Writing Style / Andrea B. Geffner. Creator: Geffner, Andrea B. Edition: 4th ed. Publisher: Business English: A Complete Guide to Developing an Effective Business Writing Style. Effective writing "is not a gift that you're born with," he says. Garner suggests creating a "buzzword blacklist" of words to avoid, including terms like "actionable," "core competency," "impactful." Invest in a guide to style and grammar for reference — Garner recommends Fowler's Modern English Usage. 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