



Effective Writing: Stunning Sentences, Powerful Paragraphs, Riveting Reports (The Effective Writing Series)

Bruce Ross-Larson

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A source book of proven tips and techniques to make your writing clearer, simpler, and more memorable.

Whether it's a Web page on the Internet or a chapter in an annual budget report, readers today have less time to spend wading through text—they want the writing they read to be articulate and to the point. *Effective Writing* will help writers at any level of proficiency produce clear, concise writing structured around the messages they want to convey to their audience, and supported with strong, well-developed paragraphs and sentences. Written in plain language and a relaxed style, this book is easily adaptable to a wide variety of writing styles and tasks, and will be helpful at any stage of the process: conceptualization, writing, or editing.

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