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This 6-page guide outlines the basic concepts of business writing, ranging from memos to customer correspondence.

Every complex product needs to be explained to its users, and technical writers, also known as technical communicators, are the ones who do that job. A growing field, technical writing requires multiple skills, including an understanding of technology, writing ability, and great people skills. Whether you're thinking of becoming a technical writer, just starting out, or you've been working for a while and feel the need to take your skills to the next level, The Insider's Guide to Technical Writing can help you be a successful technical writer and build a satisfying career. Inside the Book Is This Job for Me? What does it take to be a technical writer? Building the Foundation: What skills and tools do you need to get started? The Best Laid Plans: How do you create a schedule that won't make you go crazy? How do you manage different development processes, including Agile methodologies? On the Job: What does it take to walk into a job and be productive right away? The Tech Writer Toolkit: How do you create style guides, indexes, templates and layouts? How do you manage localization and translation and all the other non-writing parts of the job? I Love My Job: How do you handle the ups and downs of being a technical writer? Appendixes: References to websites, books, and other resources to keep you learning. Index

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"Plan, structure, write, review, publish"--Cover.

Businesses of all sizes rely on research everyday to inform decisions, strategic plans, and operations. The tried-and-true methods and sources of research, from trusted periodicals and databases to personal interviews and face-to-face focus groups, have served the business community well for many years in delivering the information organizations need. However, over the last decade, Big Data, digital tools, and associated analytical services have burst onto the scene, changing the game for everyone playing. As both traditional and more modern methods have their merits, this 6 page laminated guide aims to compile trusted approaches, available resources, and helpful tips in conducting business research for any organization. Why Analyze Data? Business Research Types Useful Business Research Sites Research Information on Future Trends Surveys Focus Groups Sample Focus Group Moderator Guide Definitions & Language Online Focus Groups: Pros & Cons The World of Passive Data & Analytics Social Media The Future of Business Research

This book provides a comprehensive and simplified guide on how to improve your technical writing. The first part of this guide will go through the fundamentals of technical writing: what it involves, some of its central problems, how to establish yourself as a credible author, and how to approach your work. This is designed to assist all audiences in building the groundwork for technical writing, and to help shift common perceptions of its difficulties. The rest of this guide will go into more detail about the specifics of different technical writing formats. This will go through the ins and outs of shorter and longer forms of technical writing, ranging from memos, to CVs, to reports and proposals. Each section will include a thorough overview of what the form of technical writing involves, things to do and to avoid, samples and exercises for you to try at home.

Good communication skills are essential for companies in terms of marketing their services to the public, and for co-workers interacting with each other. BarCharts' new 3-panel guide addresses this important area of business, using a format that breaks down each element into sections featuring comprehensive lists of key definitions, tips and suggestions. It's a must-have for any businessperson's bookshelf.

Whether you are majoring in business, looking for investors or developing solid plans for your boss or your own business, this guide can pave the way and/or be there for you when you need a refresher.

Extremely important essay form that lays the groundwork for persuading others to see your side. Students will be asked to write this essay type (also known as a persuasive essay) from grade school through college, and definitely on standardized tests. Beyond school, much of a career can be spent debating points to persuade your peers, coworkers, colleagues, customers, vendors, constituents, etc. Which is why the skill is important enough to be tested nationwide. Great for school, these 6 laminated pages can last to support the process of persuasion for a lifetime. 6-page laminated guide includes: Understanding Argument & the Writing process Logic in Argument Six Evidences of a Good Argument Types of Arguments What an Argument Requires Arguable Issues Reading Argumentative Materials Writing Your Own Argument Critical Thinking Prompts Purpose & Parts of an Argument Types of Claims Types of Evidence Types of Fallacies Questions for Reading/Writing an Argument Writing the Argumentative Essay Understanding the Audience Research Model Essay Outline Sample Essay

Strengthen skills, know where to start and reduce your risk. Growing in universities as a separate degree in itself, any business major or inspired self-starter will find a barrage of tools that create a road map to the American Dream. With a focus on doing it "lean", this 6-page guide by our author, successful entrepreneur and well-connected Babson College graduate can help steer the course. Suggested uses: * Students - quick reference tool for a major in entrepreneurship or business * Professors - supplemental reference for courses that focus on aspects of business and entrepreneurship * Personal - start your own business - for people who want to work for themselves and feel there is a better way to providing a service or product that they feel is meaningful, fulfilling and profitable * Consultants - provide as a supplemental reference and/or promotional give-away for entrepreneurship and start-up presentations, courses, conferences, training and the like

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