

Sheryl Lindsell-Roberts

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## **Strategic Business Letters And E Mail:**

**Strategic Business Letters and E-mail** Sheryl Lindsell-Roberts, 2004 E mail and computer keyboards may have replaced dictation and typewriters in the business world but the importance of clear and effective written communication has never been greater In her all new book business writing expert Sheryl Lindsell Roberts offers practical advice on writing messages guaranteed to get results Drawing on her experience leading writing workshops for Fortune 500 companies Lindsell Roberts walks the reader through a variety of letter writing exercises and shows how a well crafted message can make any writer stand out in the crowd Getting from a blank page or screen to a results oriented message is easy with Lindsell Roberts s proven Six Step Process And numerous tips and reminders help make the central point that a successful message should always focus on what the primary reader needs to know Best of all Strategic Business Letters and E mail is designed to save the user time and effort Specific chapters on such areas as sales and marketing customer relations and personal business offer hundreds of sample letters memos and e mail messages that can be used verbatim or with minimal alteration to fit a particular circumstance Opening this invaluable book is the first step to jump starting effective business communication

*Strategic Writing* Charles Marsh, David W. Guth, Bonnie Poovey Short, 2020-11-16 This practical multidisciplinary text teaches high quality public relations and media writing with clear concise instructions for more than 40 types of documents Strategic Writing takes a reader friendly recipe approach to writing in public relations advertising sales and marketing and other business communication contexts illustrated with examples of each type of document With concise chapters on topics such as ethical and legal aspects of strategic writing including diversity and inclusion this thoroughly updated fifth edition also includes additional document samples and coverage of writing for various social media platforms Packed with pedagogical resources Strategic Writing offers instructors a complete ready to use course It is an essential and adaptable textbook for undergraduate courses in public relations advertising and strategic communication writing particularly those that take a multidisciplinary and multimedia approach Strategic Writing is ideally suited for online courses In addition to syllabi for both online and traditional courses the instructor s manual includes Tips for Teaching Strategic Writing Online Those tips include easy guidelines for converting the book s PowerPoint slides to videos with voiceovers for online lectures The book s recipe with examples approach enhances student self instruction particularly when combined with the companion website s sample assignments and grading rubrics for every document Visit the site at [www.routledge.com/cw/marsh](http://www.routledge.com/cw/marsh)

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