



The Executive Writer

Edith Poor

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THE EXECUTIVE WRITER is a book about writing in the corporate world: how to think clearly, cogently, and concisely about your subject; how to use writing as a strategic bridge between managerial thinking and managerial impact; how to edit your own writing and the writing of others; and how to coach your colleagues in effective writing techniques. Edith Poor provides a systematic program that leads to stronger business writing and to a logical framework for appreciating the politics and the psychology behind it. More than just a blueprint of the dynamics of good writing, THE EXECUTIVE WRITER is a guide to putting your skills into immediate action.

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