



# Writing That Works; How to Communicate Effectively In Business

By Kenneth Roman, Joel Raphaelson

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*Writing That Works* will help you say what you want to say, with less difficulty and more confidence. Now in its third edition, this completely updated classic has been expanded to include all new advice on e-mail and the e-writing world, plus a fresh point of view on political correctness.

With dozens of examples, many of them new, and useful tips for writing as well as faster on a computer, *Writing That Works* will show you how to improve anything you write:

- Presentations that move ideas and action
- Memos and letters that get things done
- Plans and reports that make things happen
- Fund-raising and sales letters that produce results
- Resumes and letters that lead to interviews
- Speeches that make a point

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**Writing That Works; How to Communicate Effectively In Business** By Kenneth Roman, Joel Raphaelson **Bibliography**

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Effective writing skills are invaluable in today's business world-- but they're also in short supply. In this concise book, Kenneth Roman and Joel Raphaelson offer an abundance of practical tips for helping your written and oral communications get the results you want. -- William C. Steere, Jr., Chairman and CEO, Pfizer, Inc. Clear, concise communications that make the right point will launch your career or business to new heights. This book will show you how. -- Robert Seelert, Chairman, Saatchi & Saatchi PLC In advertising, the challenge is to find the one simple, inspired thought that makes a consumer buy a product. This book helps all of us in the business world use the same discipline when we communicate our own thoughts to each other. -- Peter Georgescu, Chairman Emeritus, Young & Rubicam Inc. "Ken Roman and Joel Raphaelson's "Writing That Works" works. Whether you are writing a brief e-mail, or a lengthy report, it provides clear and concrete ideas for improving your written communications!" -- Jay W. Lorsch, Louis E. Kirstein Professor of Human Relations, Harvard Business School

#### **About the Author**

Kenneth Roman, former Chairman and CEO of Ogilvy & Mather Worldwide, is active on corporate and nonprofit boards.

Joel Raphaelson, former Executive Creative Director of Ogilvy & Mather Worldwide, lectures on writing.

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