



# Organizing Ideas The Key to Effective Communication

By Matthew Spence

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 204 pages. Dimensions: 10.0in. x 8.0in. x 0.5in. Whereas most books and courses on business writing merely review the rules of grammar and punctuation, the Spence and Company approach teaches how to organize ideas and information into documents and presentations that are clear and persuasive. The approach, which Spence and Company has taught to professionals at leading American companies since 1953, is explained in two books: *Organizing Ideas: The Key to Effective Communication* and *Business Writing: The Good, the Bad, and the Ugly*. *Organizing Ideas* shows how to use time-tested principles of effective communication to identify your key message and construct a persuasive argument to support it. You will learn to select, organize, and present information in a manner that addresses the needs and concerns of your audience. Special chapters show how to compose effective e mail, prepare engaging presentations, and write documentation that people actually read. *Organizing Ideas* also teaches how to revise your writing and create a final draft. Applying nine simple principles for editing will ensure that your paragraphs and sentences convey your ideas and information clearly and concisely. You will learn, as...



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