



How to Write Anything: A Complete Guide

By Laura Brown

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How to Write Anything: A Complete Guide By Laura Brown

A practical guide to everything you'll ever need to write?at work, at school, and in your personal life.

With more than two hundred how-to entries and easy-to-use models organized into three comprehensive sections on work, school, and personal life, *How to Write Anything* covers a wide range of topics that make it an essential guide for the whole family. You want your boss to fund a special project. How can you write a persuasive email that will win his approval? It's time to apply to college. How can you write an essay that will stand out? The mother of one of your co-workers has died. What's the best way to express your condolences?

Grounded in a common-sense approach, friendly and supportive, *How to Write Anything* is Internet-savvy, with advice throughout about choosing the most appropriate medium for your message: e-mail or pen and paper. At once a how-to, a reference book, and a pioneering guide for writing in a changing world, this is the only writing resource you'll ever need.

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Editorial Review

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E-mails are old-school; texts are becoming a wasteland of acronyms and abbreviations. If you've ever feared that written communication skills are dying quickly, don't worry—this book is here to help! Comprehensive and accessible, the work guides users through just about any situation where the written word is necessary: social media for businesses, a plea to a professor for an extension, sympathy notes, wedding toasts, letters to the editor, and more. The first two sections cover the writing process and discuss writing in the age of technology; in the third section, Brown fills the pages with "Do" and "Don't" checklists and a plethora of samples. Every library should consider having a copy of this informative and instructional book both in reference and in the circulating collection. --Rebecca Vnuk

Review

"Now, *this* is a reference book worth owning! Brown offers crisp, succinct advice on how to write better complaint letters, business emails, apology notes, and much more. Especially helpful are the visual "Do" and "Don't" charts next to each example." (Entertainment Weekly)

"Laura Brown has written the *ultimate* guide for anyone who needs to create clear, concise, and compelling written communications. Students, business people, and even seasoned professional writers should keep it handy, right between their dictionary and thesaurus." (Michael Snell, literary agent, writing collaborator, and author of *From Book Idea to Bestseller*)

"An invaluable guide. If your job or your business depends on delivering clear messages with impact, you need this book." (Bernd Schmitt, professor, Columbia Business School)

"*How to Write Anything* is the first book I've seen that addresses the very core of writing for today's digital communications channels. The lessons in this book are for everybody." (Mary Olson, digital business design and development pioneer)

"As a writing instructor of over thirty years, I know full well the demands upon young writers. Laura Brown answers the tough questions on how to get started, how to craft tone for a target readership, how to develop succinct content, and how to master argumentation." (Roger Marheine, assistant professor, Pasadena City College)

"To author a book called *How to Write Anything: A Complete Guide*, you have to be foolish, delusional, *or* be Laura Brown, who pulls it off with grace and wisdom. Brown provides readers with an overview of the writing process?the infrastructure on which all writing is built?and specific strategies for hundreds of situations. Of course, eventually writers have to face each task alone, but they will be well-equipped thanks to Laura Brown." (Alan Ziegler, author of *The Writing Workshop Note Book*)

"Laura Brown's ability as a writing coach is unparalleled, and *How to Write Anything* offers the best of her guidance on business writing. Laura has a gift for helping business writers focus, refine, and develop their ideas, and express those ideas in a compelling way. Whether you are a CEO or a first-time manager, *How to Write Anything* will help you craft your message for the highest possible impact." (Robert C. Daugherty, executive chairman, Knowledge Shares)

About the Author

Laura Brown, PhD, has taught writing to just about everyone?from corporate executives to high school students. Her expertise encompasses instructor-led training, individual coaching, classroom teaching, and e-learning development. She has more than twenty-five years' experience providing training and coaching in business writing, and she has also taught composition and literature at Columbia University. She lives in New York.

Users Review

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Tyrone Knudson:

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Jason Faria:

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Jason Howell:

This *How to Write Anything: A Complete Guide* is great book for you because the content that is full of

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