

The Building Blocks of Business Writing, First Edition

Course Number: AX084-103

Days: Self-study

Description: If you want to build your writing skills, this book introduces a three-stage process for success. It shows how to master the fundamentals, develop an effective style, and select an appropriate format. Most importantly, it helps you prepare the "base" for further writing improvement.

Topic-Level Outline

 CRISP series

Chapter 1: Introduction

Chapter 2: Grammar

Express Yourself in Complete Sentences

What Is a Sentence?

Recognizing Incomplete Sentences

Run-Together Sentences

Fixing Faulty Sentences

Common Grammar Errors

Standard English and Dialects

Special Problems of Nonnative Speakers

Chapter 3: Spelling

Let the Computer Do It?

Commonly Confused Words

Spelling Rules

Train Yourself to Be a Good Speller

Chapter 4: Punctuation

Six Punctuation Marks

Commas

Apostrophes

Course Outline

Chapter 5: Mechanics

Capital Letters

Quotation Marks

Format and Appearance of Letters and Memos

Chapter 6: Style

Developing Your Writing Skills

What Is Style?

How to Write with Style

The Four Pitfalls of Business Writers

Chapter 7: Strategy

The Process of Writing

Writing Memos

Memo Format
