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When you’re fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it’s a skill you must cultivate to succeed: You’ll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients,

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Bryan A. Garner’s blog series on business writing draws on advice in Garner’s new book, the HBR Guide to Better Business Writing. Bryan A. Garner is a leading authority on writing, usage, grammar, and style. He is the au- thor of many books on writing, including the HBR Guide to Better Business Writing and the best-selling reference work Garner’s Modern American Usage.

GUIDE TO BETTER BUSINESS WRITING

Plan out what you will say to make your writing more direct and effective. Use words sparingly and keep sentences short and to the point. Avoid jargon and “fancy” words. Strive for clarity instead.

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Harvard Business Review published a guide that addressed many of these issues. Forbes magazine also references the HBR Guide to Better Business Writing. Here is a summary of some of the most important points that can assist writers to improve their business writing skills. 1.

8 Harvard Tips for Better Business Writing

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Harvard Business Review | Audible.com

A book I can recommend to executives and to the human resource managers whose responsibility it is to develop executives: HBR Guide to Better Business Writing, by Bryan A. Garner.” Lynn Gaertner-Johnston, Better Business Writing Blog

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