

FOURTH EDITION

Revising
BUSINESS
Prose

RICHARD LANHAM

Revising Business Prose 4th Edition

Richard A. Lanham



Revising Business Prose 4th Edition:

Revising Business Prose Richard A. Lanham, 1987 As its title implies this book deals with revising not with original composition In business writing where a first draft often emerges quickly under the pressures of facts figures and deadlines revision is typically the major part of a writing task and collaborative revision often produces the final document Revising Business Prose provides detailed revision guidance and a collaborative approach to writing easily applied to writing in business industry government and academics Based on the premise that bad writing in organizations imitates the bureaucratic style The Official Style as it is called here this book shows readers how to transform stilted dense prose into plain English For anyone interested in the revision process in every business writing context **Revising Business Prose**

Richard A. Lanham, 2000 A guide for business writing Becoming an Academic Writer Patricia Goodson, 2023-06-22 With its friendly step by step format the Third Edition of Becoming an Academic Writer helps readers improve their writing by engaging in deep deliberate and daily practice Author Patricia Goodson designed this book for anyone in an academic setting who must write to survive from new graduate students to senior faculty Featuring 50 exercises this practical and flexible self paced guide is organized so readers can either work through the exercises in order or focus on the specific areas where they need additional practice The Third Edition features an expanded unit on how to manage the reading required for any writing project a strategy to help writers avoid getting bogged down in this crucial step Updated material alongside testimonials from students and readers new appendices on topics such as processing reviewer feedback and new Research Shows boxes help readers address important hurdles to developing a lower stress sustainable writing habit *The Economics of Attention* Richard A. Lanham, 2006-04-21 If economics is about the allocation of resources then what is the most precious resource in our new information economy Certainly not information for we are drowning in it No what we are short of is the attention to make sense of that information With all the verve and erudition that have established his earlier books as classics Richard A Lanham here traces our epochal move from an economy of things and objects to an economy of attention According to Lanham the central commodity in our new age of information is not stuff but style for style is what competes for our attention amidst the din and deluge of new media In such a world intellectual property will become more central to the economy than real property while the arts and letters will grow to be more crucial than engineering the physical sciences and indeed economics as conventionally practiced For Lanham the arts and letters are the disciplines that study how human attention is allocated and how cultural capital is created and traded In an economy of attention style and substance change places The new attention economy therefore will anoint a new set of moguls in the business world not the CEOs or fund managers of yesteryear but new masters of attention with a grounding in the humanities and liberal arts Lanham's *The Electronic Word* was one of the earliest and most influential books on new electronic culture *The Economics of Attention* builds on the best insights of that seminal book to map the new frontier that information technologies have created **Economical Writing,**

Third Edition Deirdre Nansen McCloskey, 2019-05-17 The book every entrepreneur should read Better than Strunk and White The work of a master Stephen Kinsella University of Limerick Economics is not a field that is known for good writing Charts yes Sparkling prose no Except that is when it comes to Deirdre Nansen McCloskey Her conversational and witty yet always clear style is a hallmark of her classic works of economic history enlivening the dismal science and engaging readers well beyond the discipline And now she s here to share the secrets of how it s done Economical Writing is itself economical a collection of thirty five pithy rules for making your writing clear concise and effective Proceeding from big picture ideas to concrete strategies for improvement at the level of the paragraph sentence or word McCloskey shows us that good writing after all is not just a matter of taste it s a product of adept intuition and a rigorous revision process Debunking stale rules warning us that footnotes are nests for pedants and offering an arsenal of readily applicable tools and methods she shows writers of all levels of experience how to rethink the way they approach their work and gives them the knowledge to turn mediocre prose into magic At once efficient and digestible hilarious and provocative Economical Writing lives up to its promise With McCloskey as our guide it s impossible not to see how any piece of writing on economics or any other subject can be a pleasure to read

Tools for Teaching Barbara Gross Davis, 2009-07-17 This is the long awaited update on the bestselling book that offers a practical accessible reference manual for faculty in any discipline This new edition contains up to date information on technology as well as expanding on the ideas and strategies presented in the first edition It includes more than sixty one chapters designed to improve the teaching of beginning mid career or senior faculty members The topics cover both traditional tasks of teaching as well as broader concerns such as diversity and inclusion in the classroom and technology in educational settings

Garner on Language and Writing Bryan A. Garner, 2009 The essays in this volume represent the author s views not those of the American Bar Association Title page verso *Catalog of Copyright Entries. Third Series* Library of Congress. Copyright Office, 1978

The Elements of International English Style Edmond H. Weiss, 2015-05-18 This easy to use handbook is an essential resource for anyone who needs to write English correspondence for an international business audience In an engaging accessible style it integrates the theory and controversies of intercultural communication with the practical skills of writing and editing English for those who read it as a second language The book emphasizes principles of simplicity and clarity proper etiquette cultural sensitivity appropriate layout and typography and more to increase the chances that a text prepared by a native English speaker will be better understood by a non native speaker It also updates traditional advice with new insights into e mail culture Equally useful for students and professionals in business communication marketing communication and international business The Elements of International English Style is filled with realistic examples problems and projects including 57 specific tactics to internationalize one s English hundreds of before and after comparisons showing the effects of editing for an international audience models of international correspondence practical discussion questions and work projects useful resources for further study including

books articles and websites *Writing For Academic Purpose* Eny Maulita Purnama Sari, S.Pd.I., M.Pd., Nurul Aini, S.Pd., M.Pd., This handout can be one of instructional textbooks used in the teaching of writing of English in Indonesia It aims to provide a framework for teaching and learning English based on blended learning All three chapters allow the students to practice academic writing by blended learning in e learning system which help them to develop their academic writing skills By having this skill they can construct and establish academic writing correctly It also enables them to study genre autonomously The strengths of this handout such as effectiveness of using blended learning in the writing for academic subject autonomous learning and practice make a better academic writing Then this handout was developed based on the students need In this handout students not only found genre but also found characteristics ways and the rules of language in academic writing Here the writers would like to thanks to validators and students who give inputs and suggestions in improving the process of developing materials and models

Reviewing **Revising Business Prose 4th Edition**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Revising Business Prose 4th Edition**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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