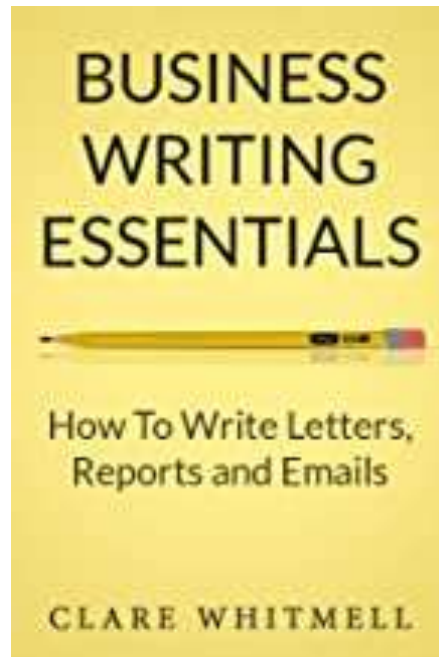


Introducing a Book:

Business Writing Essentials
How To Write Letters, Reports and Emails
By Clare Whitmell

Kindle Edition



Courtesy: www.amazon.com

This is a useful book for all of us – students, teachers, employees of business organizations and business leaders. We can keep this book with us for ready reference as well.

The author Clare Whitmell declares in her brief preface, “Study after study confirms that if you can write well, you’re more likely to earn more and keep your job than people who struggle with their writing.” She also declares, “Bad writing costs businesses every year in unhappy customers, lost revenues and missed opportunities. So, if you’re looking for promotion, impress your boss with excellent writing skills.” True, indeed.

Business Writing Essentials: How To Write Letters, Reports and Emails has ten chapters.

Chapter 1 Planning and Writing Objectives raises the question, ‘Why are you writing?’ and proceeds further to describe common objectives in all our writing and offers insightful ideas on how to plan our writing.

Chapter 2 Writing Letters discusses, among other things, structure of letters (layout of letters), salutations, titles and some selected phrases and expressions.

Chapter 3 Writing Emails is a very important chapter. This chapter focuses on structure of emails, guidelines for writing emails, on how to write emails concisely, and important punctuations (a notable weakness among Indian students and research scholars).

Chapter 4 Writing Reports focuses on aspects of planning, layout, sections of reports and the language and style of reports. Our students and research scholars (and faculty members who have just begun their career) will find this chapter useful in their career. So, this should be part of our curriculum and the students and research scholars must begin writing the reports on given topics/events, etc.

Chapter 5 Correspondence Examples presents useful templates as well as a variety of modes of how to ask advice, how to ask for clarification, how to ask for confirmation, how to ask for clarification and information, writing greetings, condolence, writing replies and requests, etc.

Mastery of the forms of reports and forms of correspondences is important and absolutely necessary. At the same time, if the language, style, grammar, spelling, and punctuation are not properly used, reports lose their value and distract the attention of the readers who may be decision-makers. And they have no time to go through such distractions. So, the author Clare Whitmell devotes her attention to these aspects in her subsequent chapters.

Chapter 6 presents **Linking Words and Phrases**. The chapter has very useful usage notes on points such as giving examples, adding information, giving a reason, giving a result, contrasting ideas, sequencing and summarizing, etc.

Chapter 7 Writing Clearly focuses on what do we mean by clarity and how this can be achieved by using appropriate language use and sequence of content presentation in reports, emails, etc. The author presents 10 rules for writing simple English with clarity of intent and content using easily understood English.

Chapter 8 focuses on **Vocabulary Choice and Style**. It raises the question what makes a text formal or informal. We need to master this distinction in modern times especially when we work in international organizations. It used to be the case in India that everything is formal when we are employed in an organization. Our languages and cultures make things formal when we

address our seniors in age as well as positions. Even on informal occasions, formality is not given up. In international management also this formality within informal situations is not totally lost. But there are ways to be formal, nonformal and informal when we use English. We need to learn these aspects. The author presents six style factors that should be mastered for successful communication in writing a report, etc.: Active or passive, using contractions, personal pronouns, sentence length, punctuation and vocabulary.

A study of reports and emails by business leaders and leading organizations will help our students, research scholars and freshmen faculty members to develop their skill in writing reports of various types. They can compare such reports with what is suggested in this chapter.

Chapter 9 Tone discusses how to avoid rudeness in our language and nonverbal communication, how to sound polite in our communications, etc. Even when we want to communicate negative decisions in business administration, the HRD people as well as the section leaders, et al. need to be polite. When the employee becomes angry and is impolite, these staff need to maintain calmness and politeness. It is easy to teach these things, but many find it difficult to practice calmness and politeness. The party that is being admonished will assume so many reasons against the person/s who admonish them.

Chapter 10 Punctuation is useful. One of the major characteristics of Indian writing is the problem with the use of punctuation. Indian languages do not have their own provisions for punctuation markers. Historically, language use was guided by the grammatical inflections. In European languages punctuation is an integral part of language learning right from the elementary classes. Even though our students, research scholars and freshmen faculty members may have writing skills that meet their exam requirements, they should watch their grammar and punctuation skills and be prepared to improve. Sentence length and use of different types of sentences also need some improvement in our report-writing and email writing skills.

Business Writing Essentials: How To Write Letters, Reports and Emails is full of suggestions, tips, and examples. We should read this book and master the ways the author Clare Whitmell suggests so that we can improve our business writing skills.

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