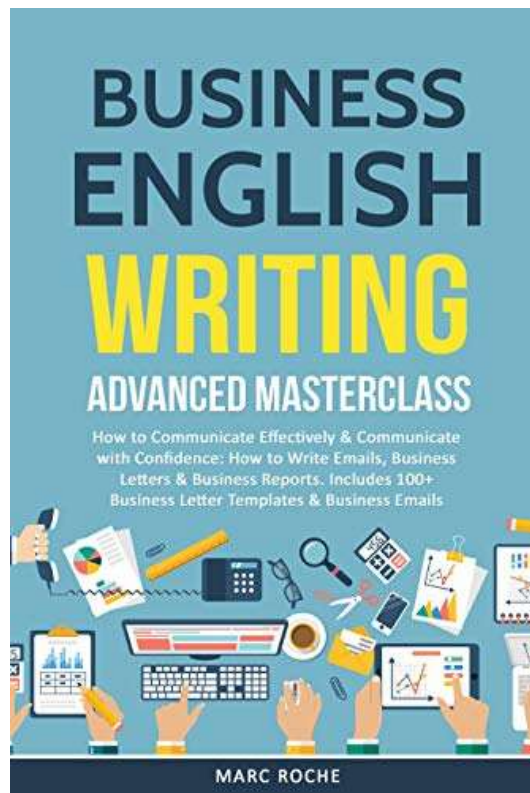


**Introducing a Book:**

***Business English Writing  
Advanced Masterclass  
by Marc Roche***

**Roche Publishing Business English Books (January 6, 2019), Kindle Edition**

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Courtesy: [https://www.amazon.com/Business-English-Writing-Masterclass-Communicate-ebook/dp/B07MPYPDHQ/ref=sr\\_1\\_3?crd=1S1O8HQDGF3PM&dchild=1&keywords=business+english+writing&qid=1605566379&s=books&srefix=business+english+w%2Caps%2C330&sr=1-3](https://www.amazon.com/Business-English-Writing-Masterclass-Communicate-ebook/dp/B07MPYPDHQ/ref=sr_1_3?crd=1S1O8HQDGF3PM&dchild=1&keywords=business+english+writing&qid=1605566379&s=books&srefix=business+english+w%2Caps%2C330&sr=1-3)

According to [www.amazon.com](http://www.amazon.com), “Marc has been a business writing coach and an academic English exam prep specialist for over 10 years. He has collaborated with organizations such as the British Council, the Royal Melbourne Institute of Technology (RMIT), University of Technology Sydney and multinationals such as Nike, GlaxoSmithKline and Bolsas y Mercados among others.”

Marc Roche is a leading business writing scholar and a specialist. He has many books to his credit in the areas of business administration.

In his series **BUSINESS ENGLISH**, Marc Roche has published four books. This series consists of the following books. ***BUSINESS ENGLISH Writing***, ***BUSINESS ENGLISH Communication***, ***BUSINESS Email***, and ***EMAIL Writing***. The books are available in print and as **Kindle Edition E-books**.

We highly recommend the entire series and suggest that our Departmental and University Libraries keep these books in their shelves for the use of teachers and students. Likewise, business entrepreneurs of all age groups will benefit greatly if they read these books and follow the suggestions made by the author Marc Roche.

The book ***BUSINESS ENGLISH Writing*** begins with a statement, “The 10 Rules of Business English Writing.” The focus of these Rules is on correct spellings and grammar, avoidance of slang, balanced use of simple and complex sentences, etc.

There are 13 chapters in this book. Every chapter is geared toward better and effective use of English to write business documents. For example, chapter 1 helps us how to use language to describe changes in data as depicted in a graph. Exercises are presented. List of sentences with alternatives are presented. Definitions for difficult words/technical terms are presented with explanation. Sentence transformation is also introduced. This chapter shows how we should use sentences to describe the changes in data.

Chapters 2 to 8 focus on graph data description, bar charts, description of two graphs simultaneously, pie charts, tables, process description, and description of maps and terrains. The author clearly brings out how each item may use the language in some specific manner, with their own words and sentence expressions. Students and researchers learn how to use English effectively to present data and interpret data depicted in graphs, etc. Exercises are offered. Careful reading of these chapters and doing the exercises several times will help the readers to master using appropriate English to present, describe and explain the data and the findings.

Chapter 9 discusses how to express ourselves as a pro. Suggestions made include how to keep our writing simple while adequately comprehensive to present the analysis and findings. Among other things, the exercises offered help us to change the ordinarily written original sentences into effective sentences which carry data and findings, etc. Carefully worded generalization is generated through these modified sentences.

Chapters 10 focuses on business letters -- letter of reference, letter of application, formal letter of complaint, and use of passive sentences and on formal and informal writing. Passive

sentence has its own restricted use and is not recommended as the general form of language use in business writing.

Chapter 11 focuses on writing reports. Chapter 12 focuses on writing proposals.

Indeed, the book covers major items of business writing using English language. Most of us in the past decades learned using correct and appropriate English for business of all sorts, including work in government offices, only at work, that is, after we joined our jobs. Even now special features or distinctive features of language use for the specific jobs are learned at work. But having a good training like what is offered in *Business English Writing Advanced Masterclass* by Marc Roche will help us gain better competence and confidence and will help us carry out our duties efficiently. It will also help us move forward in our career with ease and comfort!

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