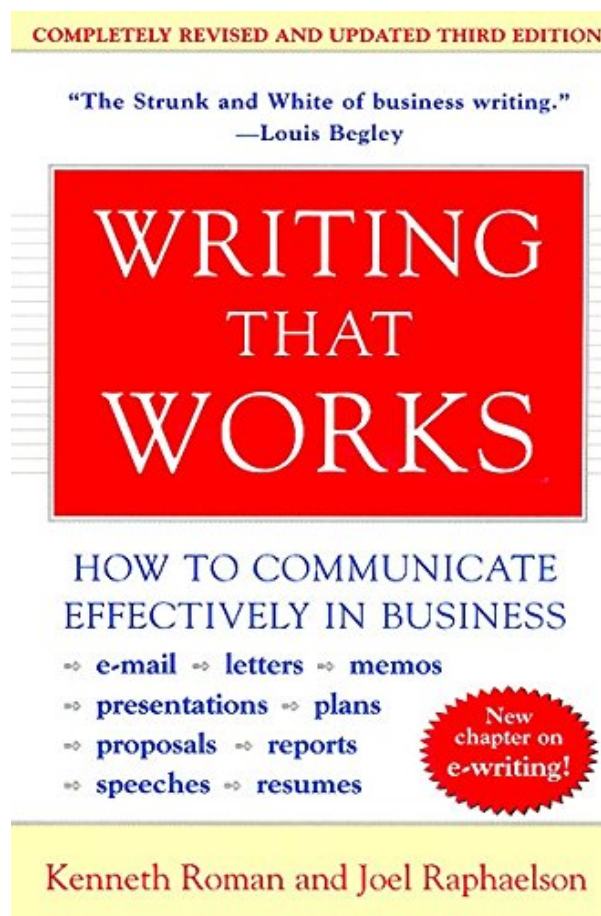


# WRITING THAT WORKS; HOW TO COMMUNICATE EFFECTIVELY IN BUSINESS BY KENNETH ROMAN, JOEL RAPHAELSON



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Effective writing skills are invaluable in today's business world-- but they're also in short supply. In this concise book, Kenneth Roman and Joel Raphaelson offer an abundance of practical tips for helping your written and oral communications get the results you want. -- William C. Steere, Jr., Chairman and CEO, Pfizer, Inc. Clear, concise communications that make the right point will launch your career or business to new heights. This book will show you how. -- Robert Seelert, Chairman, Saatchi & Saatchi PLC In advertising, the challenge is to find the one simple, inspired thought that makes a consumer buy a product. This book helps all of us in the business world use the same discipline when we communicate our own thoughts to each other. -- Peter Georgescu, Chairman Emeritus, Young & Rubicam Inc. "Ken Roman and Joel Raphaelson's "Writing That Works" works. Whether you are writing a brief e-mail, or a lengthy report, it provides clear and concrete ideas for improving your written communications!" -- Jay W. Lorsch, Louis E. Kirstein Professor of Human Relations, Harvard Business School

## About the Author

Kenneth Roman, former Chairman and CEO of Ogilvy & Mather Worldwide, is active on corporate and nonprofit boards.

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I don't want my competitors to read this book

By Andrew J. Neff

This was a terrific book which I would recommend to all of my clients, colleagues and friends -- but not to my competitors. It gives too many good ideas on how to get your message across effectively, succinctly and clearly.

The style is particularly effective -- bullet points with examples and real world examples of how to write more effectively.

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