



The Executive Memo: A Guide to Persuasive Business Communications

Sherry Sweetnam

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Learn the 14 principles of communication and persuasion; 5 methods for getting started; how to write 2 to 3 times faster than you now do; and a quick method for outlining ideas. The author provides examples of how to organize a memo, sales letter, customer service letter, proposal and procedure. You'll see the difference between unedited and edited memos; acquire plus tips on how to edit, be edited, and what to do if you're over-edited. You'll learn how to say "no" on paper and the "three messages of persuasion" that grab any reader's attention.

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