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Smack My Pitch Up!: Business Writing Success

By Andreas Loizou

Urbane Publications. Paperback. Book Condition: new. BRAND NEW, Smack My Pitch Up!: Business Writing Success, Andreas Loizou, Bestselling author Andreas Loizou delivers the first in a groundbreaking new series of concise, forthright and wholly practical titles that give you the real skills you need to succeed in business. Business writing is often terrifying. Many of us get blocked, lost, anxious and confused when forced to put our thoughts into words. In our frantic, numbers-driven world, the importance of clear writing is often over-looked. Here are the tools and techniques to improve the quality and speed of your writing. Whether it's a two-line email or a two-hundred page report, your communication skills will rocket and you'll have the toolbox you require to pitch effectively whatever your business. Learn how to attract readers and, once they're completely in your thrall, turn them into loyal followers. Your confidence will grow as you learn how to structure and plan your writing. You'll get clear messages across quickly. And you'll do it with style.



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