



80/20 Guide to Business Writing

Scott W. Kunkel

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The national news media has reported frequently that bad business writing is becoming an epidemic in the U.S. Corporate America spends 3.1 billion dollars per year on remedial writing training. It is estimated that over 255 billion dollars are lost by businesses each year because of bad reading, writing, and math skills. In a survey of the Fortune 1,000 companies, 76% of top executives said that they believe that good writing is crucial to business success, yet only 26% offer any kind of training to help their employees to write professional quality business letters, memos, and reports to customers, suppliers, and each other. Are you an individual who is concerned that your lack of business writing skills is making you look bad and hurting your career? Are you an employer who is frequently appalled at the letters and memos that go out to your customers and suppliers from junior managers? Would you like to find a cost-effective way to help your employees improve their writing skills? The program outlined in the 80/20 Guide (tm) to Business Writing can help. Based on the 80/20 Rule (80% of your results come from 20% of your efforts), the 80/20 Guide (tm) to Business Writing concentrates on the most important issues of grammar, word choice, punctuation, referencing, etc., so the critical issues do not get buried in the trivia of seldom-used grammatical rules. The 80/20 Guide (tm) to Business Writing is everything you need to know about business writing in less than 80 pages. This book provides the program and the tools. All you need is the desire to improve and the 80/20 Guide (tm) to Business Writing can significantly improve your business writing in 30 days or less!

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