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Writing That Works book by Kenneth Roman

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Kenneth Roman Quotes (Author of Writing That Works)

He is the co-author of two successful business books - How to Advertise ISBN 0312318596 and Writing That Works ISBN 0060956437. His most recent book, The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising was published by Palgrave Macmillan on January 6, 2009. He lives in New York City with his wife.

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The classic guide that helps you communicate your thoughts clearly, concisely, and effectively. Essential for every professional, from entry level to the executive suite, Writing that Works includes advice on all aspects of written communication—including business memos, letters, reports, speeches and resumes, and e-mail—and offers insights into political correctness and tips for using non ...

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