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The Business Writer functions both as a teaching tool and a lifelong reference to help students master the skills they need for effective workplace writing. The text's colorful, handbook-style design brings a fresh, new approach to teaching business writing by presenting material in one- or two-page spreads with bulleted lists, brief explanations, summary boxes, and graphic organizers that deliver information to readers quickly and clearly. Comprehensive and practical coverage--including a focus on the "Seven Traits of Effective Writing," detailed guidelines, models, and checklists--prepares students to complete a wide range of workplace writing tasks. In addition, a wealth of end-of-chapter exercises enables students to practice their writing skills, while helpful activities give students opportunities for effective oral communication.