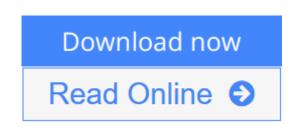


The Portable Business Writer (The English essentials series)

By William Murdick



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This brief, inexpensive guide for business writers offers experience-based instruction as well as strong pedagogy emphasizing case studies, assignments, and models of business writing. The text covers a wide range of traditional topics, as well as important contemporary issues related to intercultural communication, writing for email and the Internet, audience, written and oral presentations, non-biased language and policy, and electronic job searches.

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About the Author

William Murdick is Emeritus Professor of English, California University of Pennsylvania. He holds a B.A. in English from SUNY Albany, an M.F.A. in writing from the University of Iowa's Writer's Workshop, and a Ph.D. in English (Rhetoric and Linguistics) from Indiana University of Pennsylvania.William has business experience as co-owner of a computer company and as a consultant who wrote policy-procedure manuals. He is the author of five books: in addition to the two Portable books, he has written two composition books for Jain Publishing (2003 and 2005) and one on word processing (1984). He has also published many technical articles on computer use and scholarly articles, mainly on the teaching of writing.

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