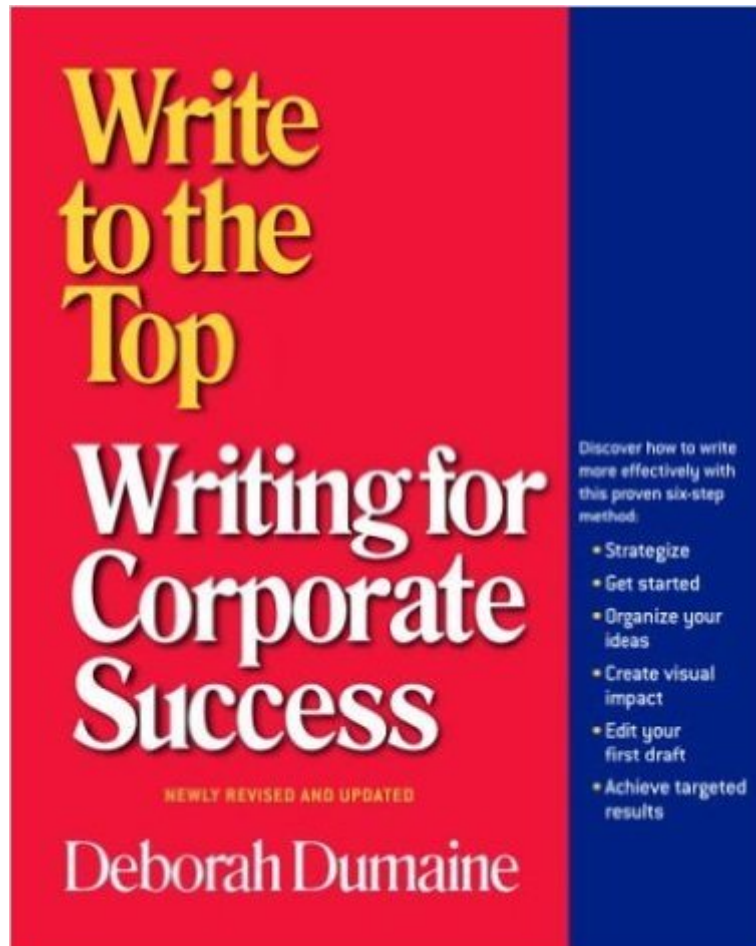


The book was found

Write To The Top: Writing For Corporate Success



Synopsis

Now reorganized into an easy-to-follow, six step approach to effective writing for every business communication format.

Book Information

Paperback: 304 pages

Publisher: Random House Trade Paperbacks; 3rd ed. edition (July 20, 2004)

Language: English

ISBN-10: 0812968980

ISBN-13: 978-0812968989

Product Dimensions: 7.4 x 0.7 x 9.3 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #546,212 in Books (See Top 100 in Books) #248 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Technical](#) #448 in [Books > Business & Money > Skills > Business Writing](#) #1003 in [Books > Business & Money > Business Culture > Workplace Culture](#)

Customer Reviews

I first encountered this book in the late '80s. Since then, I've use the techniques from the book to write technical papers and documentation, employee reviews, published articles and winning proposals for million-dollar government contracts. I even used it to write testimony for a Congressional hearing. The process outlined in this book is NOT a fad, and not "buzzword compliant", it's a proven, well-defined process that allows almost anyone to write like the best writers. These techniques will have you writing naturally, with clarity and focus. These same techniques will also provide a big help in organizing your thoughts, and creating careful and insightful analysis. For those who have trouble or anxiety about writing, having a well-defined process solves most of the problems with procrastination or "not knowing what to write, or how". This book provides that process. It simplifies the mechanics of "how" to write, so that you can focus on "what" to write, and getting your message across to the audience. I'm glad this book is out in a new edition. I'll be buying copies for most of my technical staff, and suggesting it to my graduate students.

I still remember a very humbling lesson early in my career: I had recently arrived at my first

corporate job with my hot little MBA in hand, eager to wow everyone with my knowledge and brilliance. The first big proposal I wrote ended up being about 25 pages long, filled with dense details, complex terminology, and all the latest business-speak buzzwords. "That'll impress the boys upstairs," I thought as I sent it up to executive suite...Well you can imagine the response my great proposal got: In a word, none. I was devastated. Devastated not only because I had poured countless hours into the writing, but also because it actually did contain some pretty good ideas. Problem was nobody noticed them. I wish I had read "Write to the Top." This book would have helped me distill my ideas, present them in an easy-to-read format, and write in a more natural, engaging style. It would have saved me writing time. It would have helped my career. The good news is that the strategies and tips in "Write to the Top" are more relevant today than ever. They apply to any type of writing, from formal documents to quick emails. Plus the book "walks the talk" with its clear, easy-to-follow writing style. Well worth it!

Before I came across this book, I thought I was a pretty good writer. Yet one painful memory of my first magazine cover story kept rattling around in my head: my editor had read my first draft and said, "Beautiful writing. But what's your point?" Ouch. If I had read and applied what I've learned from Write to the Top before writing the cover story, that little scenario would never have happened. My point would have POPPED. My point has popped ever since. Even if I hadn't learned lots of other things from this book, the technique of coming up with my bottom line first would make the book worth its price. I've returned to it many times, and probably will again.

This book really cuts to the chase. It includes what you need to know for all types of business documents, and doesn't bother with things you really don't need to know to get the job done. This is perfect for those of us who are already too busy. It's helped me make my business correspondence clear, succinct, and to the point. If your work requires any writing at all, you should have this book.

GET BETTER RESULTS WITH "WRITE TO THE TOP" "Write to the Top" is a no-nonsense book on writing strategies that will help you write faster and get better results. I bought a copy last year, and it is dog eared and highlighted throughout. The author writes in a personable tone and uses an easy-to-follow format. It is just what would you expect from the author of a writing book. MONEY WELL SPENT Even after reading it cover to cover, I find myself referring back to it constantly. I give this book two thumbs way up!

Write to the Top is the BEST business writing guide out there. It's easy to follow, chock full of tips and tools, and a great guide that I will use for a long time. MY BUSINESS WRITING HAS IMPROVED SIGNIFICANTLY WITH THIS BOOK! I actually receive comments frequently when I speak with clients about how clear my messages are. I no longer write in chunks of text or in a stream of consciousness. Write to the Top has forever changed how I handle my business communications.

Dumaine's book will help you overcome writer's block, learn to write from the reader's perspective, and persuade your reader. It's a great resource for someone new to the business world--I've been giving them to new hires here for a while now. It also covers common grammar issues, and there's a self-test in the back.

Absolutely, hand's down, the BEST book on business writing ever. I WAS SABOTAGING CLIENT OUTCOMES WITH INEFFECTIVE WRITING! Life is too short to spend it searching messages for key points and for action items buried in a wall of text. Yet, that's what I was asking my clients to do every time they opened an e-mail or proposal from me. After reading this book, I no longer send my clients "brain dump" messages to show them how much I know. Deborah Dumaine's no-nonsense writing approach made me realize that my clients don't care about how much I know--they only care about what THEY need to know to make a decision! STEP ONE TRANSFORMED MY WRITING! Using my reader's perspective as my lens, I now answer questions and concerns proactively eliminating back-and-forth e-mail chains and clarification requests. THE OTHER FIVE STEPS--ICING ON THE CAKE! My writing will never be the same--and my readers appreciate the change! "Write to the Top" offers a solid process and a plethora of tips and writing project models. CLEAR WRITING REFLECTS CLEAR THINKING! This book should be required reading for all professionals across all industries; and, for all business-bound college programs.

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