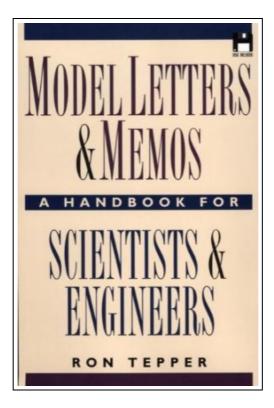
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John Wiley and Sons Ltd, United States, 1996. Hardback. Book Condition: New. 285 x 224 mm. Language: English . Brand New Book. Most scientists, engineers, and other professionals in technical fields are quite comfortable using their analytical skills and carrying out the most detail-oriented research. Yet when it comes to communicating highly technical information to others in a manner that is both clear and concise, even the best minds are often at a loss. Model Letters and Memos: A Handbook for Scientists and Engineers shows technically oriented individuals how to communicate their ideas clearly to a wide range of audiences. The author uses two distinct formulas to help compose all kinds of effective, lucidly written correspondence. The first formula is a four-step process called AIDA, which stands for Attention, Interest, Desire, and Action. This formula enables busy professionals to organize their thoughts and communicate them clearly, directly, and accurately. The second formula covered in the book, IBC, or Introduction, Body, and Conclusion, shows how to break down every memo into its three most important parts. Step-by-step and with specific examples, the author illustrates how to set up an introduction, communicate the desired information, and develop a conclusion. In addition to these formulas, you II learn how to: avoid the common pitfalls of writing letters and memos; make correspondence more effective; make lengthy documents more readable; and virtually guarantee that a recipient will read and understand the basic message. You II also find two chapters of boilerplate letters and memos on more than 125 different subjects, all written by technical professionals who are also accomplished writers and communicators. Because they can easily be used as templates for crafting similar communications, these sample letters are included on the computer disk accompanying the text. For any technical professional who needs to communicate in...

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