



Persuade People with Your Writing: Teach Yourself Write Copy, Emails, Letters, Reports and Plans to Get the Results You Want

By Karen Mannering

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Persuade People with Your Writing: Teach Yourself Write Copy, Emails, Letters, Reports and Plans to Get the Results You Want, Karen Mannering, The ability to persuade people to agree with you can be crucial to your working life. This book will help you apply the psychology of persuasion to your writing. Persuasion expert Karen Mannering guides you through all aspects of business writing, from adverts to business plans, emails to Twitter Feeds, and letters to reports to produce sharper and more productive copy through the power of persuasion.



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