



# Clear and Concise: Become a Better Business Writer

*Susan McKerihan*

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**How well do you write?**

Good communication is a skill required by all professionals. Whether you're preparing reports, conducting reviews or simply writing emails, expressing your ideas clearly and persuasively is fundamental to your success in the workplace.

Susan McKerihan has spent over twenty years assisting corporate clients to perfect their written communications. In *Clear & Concise* she shares her secrets, using real-world examples to show how to avoid common writing traps, such as wordiness, ambiguity and repetition.

By eliminating these habitual errors from your work and by using a logical top-down structure, you can improve the readability of your writing. And when your words are lucid and focused, your thinking becomes sharper, and you become more impressive and more productive.

*Clear & Concise* is the only writing guide you will ever need.

Susan McKerihan is a specialist in clear business writing. She was the Plain English editor at PwC for many years, and now conducts regular training courses for corporate clients. Her workshops focus on succinct and relevant solutions that make an immediate difference to the clarity and impact of her clients' writing.

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