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By Baden Eunson

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- letters
- memos
- emails
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- website text.

Expert communicator Baden Eunson shows you how to design documents, employ persuasive techniques and how to recognise (and foil) the mind games some people play. Also, discover how to avoid the pitfalls of planning and editing documents to become a proficient and fluent writer.

Effective writing is a skill that everyone can develop and is a vital attribute for those who wish to succeed in the highly competitive business world.

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Editorial Review

About the Author

Baden Eunson teaches in the school of English, Communications and Performance Studies at Monash University, and also runs a training and consultancy business. He is the author of numerous books, including the best-selling *C21: Communicating in the 21st Century*, 2nd Edition.

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