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DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

Entre socios: Español para el mundo profesional. 1/e serves as an introduction to the business world in Latin America as well as to the interaction between U.S. and Latin American companies and professionals. Original readings, journal articles, essays, excerpts from novels, and interviews with business professionals open students to the inner workings of small businesses and large corporations alike. Students are exposed to vocabulary, common phrases, and cultural issues that will help them be successful business professionals in the years to come. This intermediate to advanced Business Spanish title is intended for use over one semester. The Business Spanish course is generally designed for Business majors who intend to work in International Business or with Spanish-speaking clients, or whose program has a language requirement. While some of these students may be Spanish majors or dual Spanish and Business majors, the vast majority are likely Business majors with a Spanish minor.

Over the course of a year, I undertook the task of working with twenty cartoons that stimulated my imagination. I pretended to reverse the traditional process of illustrating texts. I "texted" the illustrations daily. The initial objective was to take the characters in a comical way, but they had a lot to tell me. It was the characters who whispered the words to me. They always had a life of their own and I couldn't dominate them anymore. All the poems, stories and monologues, in a way concatenated, retain a global vision although at first glance they appear as disconnected flashes in an exhibition of fireworks. This book aims to be a celebration of humor and irony, but at the same time it aspires to become a rare invitation to reflection and strangeness. Over the course of a year, I undertook the task of working with twenty cartoons that stimulated my imagination. I pretended to reverse the traditional process of illustrating texts. I "texted" the illustrations daily. Like "action painting", I could have called it "literature in action", but it would have been to distort the nature of the project, which was a work in progress, a dynamic entity, an evolving process, a writing on the go, a progressive writing. I never had a predetermined plan and the categorization was later, but the invocations of the four classic elements influenced underground in the structure of the work.The initial objective was to take the characters in a comical way, but they had a lot to tell me. It was the characters who whispered the words to me. They always had a life of their own and I couldn't dominate them anymore. All the poems, stories and monologues, in a way concatenated, retain a global vision although at first glance they appear as disconnected flashes in an exhibition of fireworks. This book aims to be a celebration of humor and irony, but at the same time it aspires to become a rare invitation to reflection and strangeness.

How to use powerful tools to engage customers with your brand Marketers, technologists, and corporate leaders are looking for ways to more effectively connect consumers with their brand. Storyscapes introduces "storyscaping" as a way to create immersive experiences that solve the challenge of connecting brands and consumers. This book describes a powerful new approach to advertising and marketing for the digital age that involves using stories to design emotional and transactional experiences for customers, both online and offline. Each connection inspires engagement with another, so the brand becomes part of the customer's story. Authors Gaston Legorburu and Darren McColl explain how marketers can identify and define the core target audience segment, define your brand's purpose, understand the emotional desires of your consumers, and more. Shows how to map how the consumer engages with the category and product/service Explains how to develop an organizing idea and creative plan for an immersive storyscape experience Defines the role of marketing channels around the organizing idea Establishes how technology can be applied to the experience Learn how to measure, optimize, and evolve the customer experience through the use of strong narratives that compel consumers to buy into your brand. www.storyscaping.com

Many stylebooks and manuals explain writing, but before the release ten years ago of Elsie Myers Stainton's The Fine Art of Copyediting, few addressed the practices and problems of editing. This handbook has guided users through the editing process for books and journals, with tips on how to be diplomatic when recommending changes, how to edit notes and bibliographies, how to check proofs, and how to negotiate the ethical, intellectual, and emotional problems characteristic of the editorial profession. Now featuring solid advice on computer editing and a new chapter on style, as well as more information on references, bibliographies, indexing, and bias-free writing, The Fine Art of Copyediting, Second Edition offers the same wealth of information that prompted William Safire to commend the first edition in The New York Times Magazine. Complete with helpful checklists for the manuscript, proof, and index stages of book production, as well as an excellent bibliography of reference works useful to the copyeditor, The Fine Art of Copyediting, Second Edition is an indispensable desk reference for writers and editors confronting a host of questions each day. Why use the word "people" instead of "persons?" What precautions are necessary for publishers to avoid libel suits? How can an editor win an author's trust? What type fonts facilitate the copyediting process? How does computer editing work? For experienced and novice copyeditors, writers and students, this is the source for detailed, step-by-step guidance to the entire editorial process.

Michael Goldhaber, writing in Wired, said, "If there is nothing very special about your work, no matter how hard you apply yourself you won't get noticed and that increasingly means you won't get paid much either. In times past you could be obscure yet secure -- now that's much harder." Again: the white collar job as now configured is doomed. Soon. ("Downsizing" in the nineties will look like small change.) So what's the trick? There's only one: distinction. Or as we call it, turning yourself into a brand . . . Brand You. A brand is nothing more than a sign of distinction. Right? Nike. Starbucks. Martha Stewart. The point (again): that's not the way we've thought about white collar workers--ourselves--over the past century. The "bureaucrat" on the finance staff is de facto faceless, plugging away, passing papers. But now, in our view, she is born again, transformed from bureaucrat to the new star. She works in a professional service firm and works on projects that she'll be able to brag about years from now. I call her/him the New American Professional, CEO of Me Inc. (even if Me Inc. is currently on someone's payroll) and, of course, of Brand You. Step #1 in the model was the organization . . .a department turned into PSF 1.0. Step #2 is the individual . . .reborn as Brand You. In 50 essential points, Tom Peters shows how to be committed to your craft, choose the right projects, how to improve networking, why you need to think fun is cool, and why it's important to piss some people off. He will enable you to turn yourself into an important and distinctive commodity. In short, he will show you how to turn yourself into . . . Brand You. See also the other 50List titles in the Reinventing Work series by Tom Peters -- The Project50 and The Professional Service Firm50 -- for additional information on how to make an impact in the professional world.

"Ideas move mountains, especially in turbulent times. Lovemarks is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. What's needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book Lovemarks." —Tom Peters Tom Peters, one of the most influential business thinkers of all time, described the first edition of Lovemarks: the future beyond brands as "brilliant." He also announced it as the "Best Business Book" published in the first five years of this century. Now translated into fourteen languages, with more than 150,000 copies in print, Lovemarks is back in a revised edition featuring a new chapter on the peculiarly human experience of shopping. The new chapter, "Diamonds in the Mine," is an insightful collection of ideas for producers and consumers, for owners of small stores and operators of superstores. So forget making lists! Shopping, says Kevin Roberts, is an emotional event. With this as a starting point, he looks at the history of shopping and how it has changed so dramatically over the last ten years. Using the Lovemark elements of Mystery, Sensuality, and Intimacy, Roberts delves into the secrets of success that can be used to create the ultimate shopping experience.

Twisteddrums is a dynamic guide to drumming independence. It takes you all the way from basic concepts through 4-way independence, double bass, and heel-toe patterns.

Duas décadas atrás, Al Ries e Jack Trout agitam o mundo do marketing com o inovador e, hoje, clássico Marketing de Guerra, declarando que "'o marketing é uma guerra em que o concorrente é o inimigo e o cliente é o terreno a ser conquistado"'. Hoje, as estratégias de marketing que eles apresentaram continuam sendo válidas e adequada, mais do que nunca. Para comemorar o 20o aniversário desse livro revolucionário, Ries e Trout fazem anotações e expandem seu clássico para a próxima geração de profissionais de marketing. Esta edição especial do best-seller internacional de marketing revela como as empresas de hoje podem obter vantagens contra reais concorrentes, combatendo e enfrentando direta e indiretamente seus opositores. Os autores examinam vinte anos passados de campanhas de marketing, apresentando novas e profundas análises de alguns dos maiores sucessos e fracassos na história do marketing. Ries e Trout explicam como conceber planos de ataques que funcionarão de acordo com a categoria de produtos ou setor de negócios. Eles também mostram: • As estratégias essenciais de marketing que a maioria das empresas — tanto grandes quanto pequenas — deveria saber ao desenvolver um programa de marketing. • Os princípios que devemos conhecer das guerras de marketing ofensiva, defensiva, de flaqueamento e guerrilha. • Reproduções de propagandas de sucesso e não tão bem-sucedidas, com os comentários dos autores sobre por que funcionaram ou fracassaram. • Um follow-up valioso sobre os líderes de mercado. Com esta nova edição de Marketing de Guerra, você desenvolverá todo o seu arsenal para conquistar mais clientes que seus concorrentes — e marchar para a vitória no atual campo de batalha de marketing.