



# Write Up the Corporate Ladder: Successful Writers Reveal the Techniques That Help You Write with Ease and Get Ahead

By Kevin Ryan

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"Anyone who wants to succeed in the workplace needs to present ideas clearly, persuasively . . . and in writing. But until now, business-writing books have emphasized rules and mechanics, which often stifle the writing process. *Write Up the Corporate Ladder* introduces a new, simplified approach to writing based on the way professional writers write, emphasizing the importance of "writer's intuition" and "message over mechanics" to enable readers to write both faster and smarter on the job. This helpful book spells out the difference between good, bad, and mediocre writing, provides step-by-step instructions for bringing out your own best ideas, and features personal interviews with Fortune 500 executives and best-selling business authors like Ken Blanchard, Michael Lewis, Suze Orman, and others. Valuable tools include: \* Tips on how to break the rules that undermine effective business writing \* A special chapter on writing content-rich one-page memos and concise e-mails \* A custom Action Plan for determining skill level and tracking improvement \* A comprehensive list of online writing resources"

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Kevin Ryan (Sandy, UT), whose writing-training clients include Lucent Technologies, Procter & Gamble, and Novell, is President of The Executive Writer. His work has appeared in the *Los Angeles Times*, *Chicago Tribune*, and other national publications.

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