



Writing for Design Professionals: A Guide to Writing Successful Proposals, Letters, Brochures, Portfolios, Reports, Presentations, and Job Applications (Hardback)

By Stephen A. Kliment

WW Norton Co, United States, 2006. Hardback. Condition: New. 2nd ed.. Language: English . Brand New Book. Now in its second edition-updated and expanded to address such issues as email etiquette and Web-based marketing, communication, and job searches-the best-selling Writing for Design Professionals is the standard guide for mastering the complexities of effective writing in professional practice. Stephen A. Kliment explains the principles of clear writing, from the formal Dear Ms. Jones: I recently visited Polk Street Elementary School, and I agree the facility urgently needs to be modernized to make way for the progressive teaching techniques you have planned for your school district. I believe that my firm, Izumi Associates, can make this happen to the punchy remarks of the late William Caudill, Say `frog, we ll jump. Dozens of sample letters, proposals, brochures, reports, book reviews, oral presentations, staff communications, and more-all drawn from the world of practice, and in both print and electronic formats-guide readers through the ins and outs of composing the end-products of writing. Writing for Design Professionals is organized for easy reference, and includes the following topics:* marketing: Web sites, correspondence, brochures and portfolios, proposals, newsletters, and other promotional tools* project writing* writing in...

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