

# The Essential Handbook For Business Writing

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Desmond A. Gilling

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*communication excellence in English,  
the language of business worldwide*

## Good writing is good business.

write clearly .....	<i>be understood</i>
write concisely .....	<i>be direct</i>
write confidently .....	<i>know your purpose</i>
write convincingly .....	<i>generate business</i>
write creatively .....	<i>express your ideas</i>
write strategically .....	<i>be a problem solver</i>
write professionally .....	<i>make an impact</i>

*The Essential Handbook For Business Writing* is an all-in-one business writing reference book featuring composition basics, grammar and usage, and 30 writing samples. This handbook also includes a detailed business proposal and report writing section.

“This writing handbook has all the ingredients necessary to write well. I particularly like the graphic presentations and the numerous writing examples. I will be introducing this handbook to our Hong Kong office.”

**B. Soong, Vice President, McGraw-Hill Financial**

“From now on, before we put together a document, we will refer to this comprehensive handbook exclusively.”

**M. Heydon, Manager & Sr. Account Executive, Manion Wilkins**

“I intend to refer to this handbook often, particularly when putting together a sales letter or proposal. I don’t think there is a better writing handbook on the market anywhere. I will be recommending the training sessions they offer.”

**C. Pollock, Financial Advisor, Sun Life.**

“I certainly could have used this in business school. Great writing handbook. Everything you need to know is at your fingertips.”

**J. Earl, C.A.**

THE ESSENTIAL HANDBOOK  
FOR  
BUSINESS WRITING

First Edition

Desmond A. Gilling

The Essential Handbook for Business Writing, First Edition.

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Address inquiries to: [essentialbusinessenglish@gmail.com](mailto:essentialbusinessenglish@gmail.com).  
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“Good composition is like a suspension bridge—each line adds strength and takes none away.”

*Robert Henri*

“I have made this [letter] longer, because I have not had the time to make it shorter.”

*Blaise Pascal (1623–1662)*

“At painful times, when composition is impossible and reading is not enough, grammars and dictionaries are excellent for distraction.”

*Elizabeth Barrett Browning*

“Don't use words too big for the subject. Don't say 'infinitely' when you mean 'very'; otherwise you'll have no word left when you want to talk about something really infinite.”

*C. S. Lewis (1898–1963)*

“I try to leave out the parts that people skip.”

*Elmore Leonard*

“One of the greatest of all faults in writing and in speaking is this: the using of many words to say little.”

*William Cobbett*

“I'm not a very good writer, but I'm an excellent rewriter.”

*James Michener*

“Proofread carefully to see if you any words out.”

*Author Unknown*

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# INTRODUCTION

With the emergence of English as the official language of business worldwide, it is critical that business writers produce clear, concise communication. In business, writing tasks may range from a simple e-mail message to detailed reports and proposals; however, regardless of the simplicity or the complexity of a piece of written communication, the principles of excellent writing must be observed. Written communication is a corporate ambassador: companies will be judged by the professionalism evident in their business writing.

Because the five sections that comprise this handbook stand alone, it is not necessary to approach the text sequentially. For best results, I suggest writers begin with Composition Basics and Usage before moving forward. The Visual Basics section was included to outline the basic elements of design including font selection and page layout, which is important for those special documents that require visual enhancement.

This handbook is intended for use by all business writers, but a working knowledge of English is essential. For nonnative English speakers who have a basic level of English language proficiency, this handbook will immediately raise their writing skills level. Native English-speaking users will also benefit greatly by referring to this handbook with its simple, straightforward presentation of business writing basics and the numerous template-like writing samples. *The Essential Handbook for Business Writing* is designed to be a business writer's desktop companion.

If used as a college textbook, professors will appreciate the lesson-on-every-page format, which, if followed sequentially, provides a comprehensive Business English writing course on its own.

With this writing manual at your side, you will be able to write with confidence knowing that you are producing professionally written communication that will serve you and your business well.

Desmond A. Gilling

## About The Author

Desmond Gilling is a career educator with degrees in English and Education from the University of Toronto. He has over 30 years of teaching experience including 10 years as a Business English instructor at the college level. He is a member of the Ontario College of Teachers (OCT) and of The Association For Business Communication (ABC).

Desmond currently works in the corporate sector as a copywriter and business writing instructor. His previous publications include the *EnglishSmart* language series published by Popular Books Inc.

He lives in Toronto and can be reached by e-mail at [essentialbusinessenglish@gmail.com](mailto:essentialbusinessenglish@gmail.com).