

In today's fast-paced world of instant, omnipresent and byte-size hyper-communication, most business texts are ephemeral by design, hence not worth the effort of thoughtful shaping. Right? Wrong! In *The Executive Action Writer*, Herman Vantrappen demonstrates that businesses need quality writing more than ever before. The ultimate purpose of a business text is to persuade the reader to take action. And many texts - due to their poor quality - fail to do so. Borrowing insights from social psychology and behavioral economics, this book advises businesspeople how to craft texts that will evoke the response they want from their target audience. Most advice on business writing explains in great detail how to write a technically flawless text. This book is different. It focuses on the writer's mindset rather than the technical construction of the text, thereby relying on two premises. First, that most writers in business are fairly intelligent and always short of time. Second, that they generally do not need technical perfection for their texts to serve their purpose, i.e. to persuade the reader to take the action required. The author builds on more than 20 years of client experience at a premier strategy consulting firm to offer six keys to high-quality business writing.

Yes or No: How Your Everyday Decisions Will Forever Shape Your Life, Nuggets by Day and Gems by Night: Thoughts and Insights from the Mind of Bishop Rudolph McKissick, Choosing Sides: An Interplanetary Saga (Book 1), Frida Kahlo and Diego Rivera: Their Lives and Ideas, 24 Activities (For Kids series), Holt Literature and Language Arts California: Universal Access Language Skills Grade 6,

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