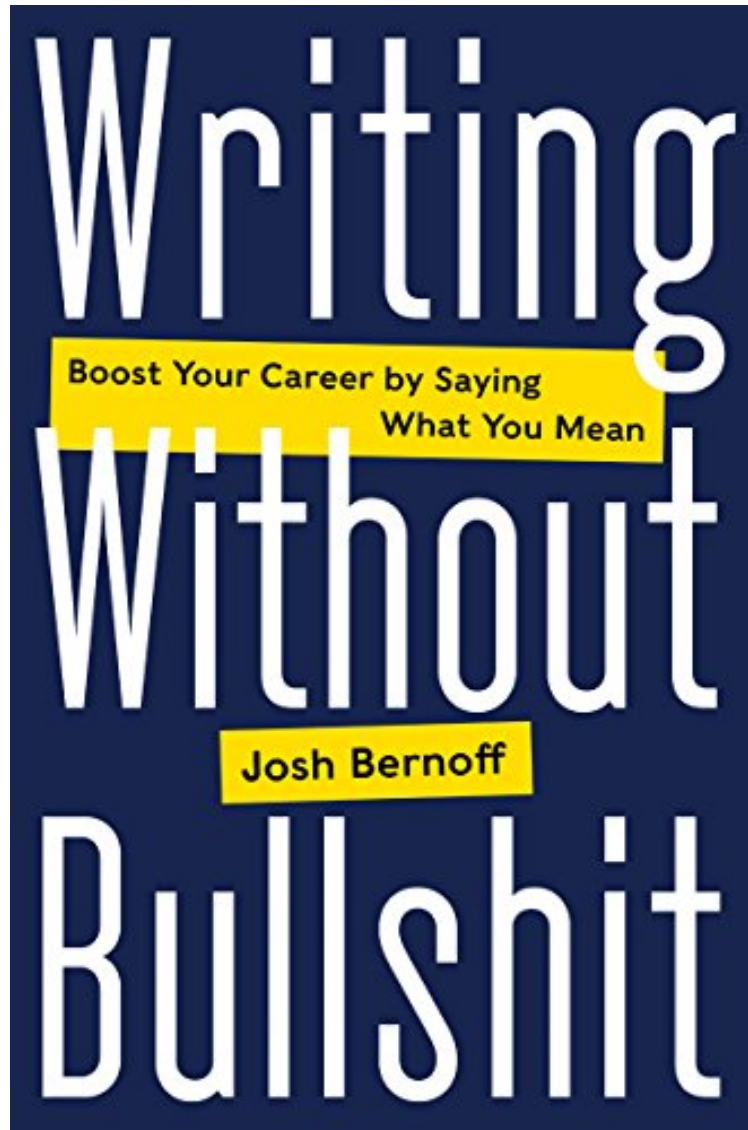


[Free] Writing Without Bullshit: Boost Your Career by Saying What You Mean

Writing Without Bullshit: Boost Your Career by Saying What You Mean

Josh Bernoff

*ebooks / Download PDF / *ePub / DOC / audiobook*



[Download](#)

[Read Online](#)

#195940 in eBooks 2016-09-13 2016-09-13 File Name: B01A5CEKQM | File size: 52.Mb

Josh Bernoff : Writing Without Bullshit: Boost Your Career by Saying What You Mean before purchasing it in order to gage whether or not it would be worth my time, and all praised Writing Without Bullshit: Boost Your Career by Saying What You Mean:

4 of 4 people found the following review helpful. A useful life toolBy MartinI'm not a writer / editor or paid to 'be creative' with my communication; regardless, this book can be used by anyone that:* uses written communication,* has customers (remember your colleagues are customers, too) and* wants to improve how they communicate (I find

what I've learnt 'slipping' into how I think and communicate orally, too)The book is great because it: * focuses on the psychology for BS use in communication, * provides practical techniques to remedy our issues and * can be used to critically evaluate what you and others produce For practise, I reviewed and edited my CEO's last email (about a service review), using what I'd learnt in the book and it was revelatory, I saw flaws in: *starting boldly, *tone, *key facts and *word count I'd not have known to look for prior to reading this book. 0 of 0 people found the following review helpful. On Writing Well for the Internet Age By Jarie Bolander I came across this book while researching a book I'm writing about entrepreneurs. It came into my life at the perfect time. It's title perfectly captures how it's written and delivers on why it's important to write with clarity. Our lives are so filled with digital distractions that, as writers, we need to make sure that our message gets across in simple to understand prose. Josh's book perfectly spells out this problem and gives solutions on how to make your writing clear and readable. If you write anything, then I would recommend picking up this book. It's an easy read and will help you be a better writer. 1 of 1 people found the following review helpful. Hallelujah, I found my voice. No more writers block. By CareMore I've been accused of being an "over educated under achiever" because I could never find a comfortable writing voice. UNTIL NOW!! Much of my training (that I've paid coaches in excess of \$30k for) alluded these writing principles but I just didn't "get it" until I read this book. I especially appreciated where specific examples of letter sent by famous CEOs are critiqued. After discovering the methods of in this book it was obvious they were destined to fail the day they were written. If you're a Dan Kennedy fan, you'll love this book! Dan gave me the "what to do" and Josh gave me the "how to say it so people will actually take you seriously". I believe the techniques that I learned in Writing w/o BS will help me communicate to be heard especially with the men in my office. I'm making my 3 college aged children read this book now because I feel like I have a clear upper hand in negotiations and communication after reading this book and I want the same for them.

Joining the ranks of classics like *The Elements of Style* and *On Writing Well*, *Writing Without Bullshit* helps professionals get to the point to get ahead. It's time for *Writing Without Bullshit*. *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads what you write on a screen. The average news story now gets only 36 seconds of attention. Unless you change how you write, your emails, reports, and Web copy don't stand a chance. In this practical and witty book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format from emails and social media to reports and press releases. Stop writing to fit in. Start writing to stand out. Boost your career by writing without bullshit.

From the Back Cover Every day at work, you write. Are you writing to stand out, or writing to fit in? *Writing Without Bullshit* is the first comprehensive guide to writing for today's world: a noisy environment where everyone reads on a screen. The average news story now gets only thirty-six seconds of attention. Unless you change how you write, your emails, reports, and web copy don't stand a chance. In this practical and witty little book, you'll learn to front-load your writing with pithy titles, subject lines, and opening sentences. You'll acquire the courage and skill to purge weak and meaningless jargon, wimpy passive voice, and cowardly weasel words. And you'll get used to writing directly to the reader to make every word count. At the center of it all is the Iron Imperative: treat the reader's time as more valuable than your own. Embrace that, and your customers, your boss, and your colleagues will recognize the power and boldness of your thinking. Transcend the fear that makes your writing weak. Plan and execute writing projects with confidence. Manage edits and reviews flawlessly. And master every modern format, from emails and social media posts to reports and press releases. *Writing Without Bullshit* is *The Elements of Style* for the Internet era; an essential tonic for the career of every serious businessperson. About the Author Josh Bernoff, senior vice president at Forrester Research, is the coauthor of the *Businessweek* bestseller *Groundswell*. Bernoff's research, analysis, and opinions appear frequently in publications such as the *New York Times* and *Wall Street Journal*. He writes a column for *Marketing News*, a publication of the American Marketing Association, and blogs for *Forrester* and *Advertising Age*. He has a bachelor's degree from Pennsylvania State University and was a National Science Foundation fellow in the graduate program in mathematics at MIT.