



Writing Power: Elements of Effective Writing

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Writing Power: Elements of Effective Writing LYONS

KEY BENEFIT: This results-oriented book builds both basic and advanced writing skills using a concise, process-driven approach. It combines practical outcome-based objectives, brainstorming, writing procedure, business-oriented activities, sample messages, reviews, and tests designed to meet the objectives of each unit. With this approach—not found in other texts—learners acquire the most critical basic skills, in order of difficulty, while integrating them into the writing process.



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