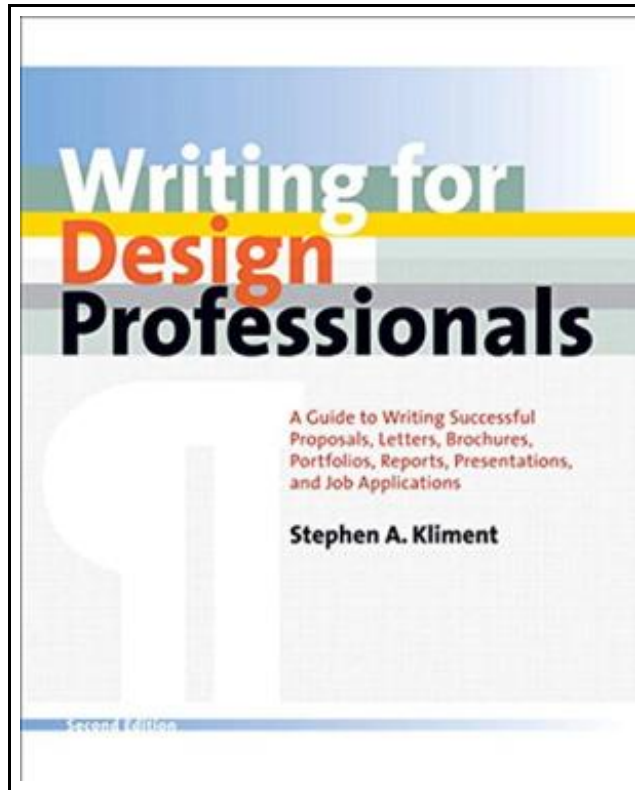


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WW Norton Co, United States, 2006. Hardback. Book Condition: New. 2nd ed.. 254 x 206 mm. Language: English . Brand New Book. Now in its second edition-updated and expanded to address such issues as email etiquette and Web-based marketing, communication, 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 school* job applications and Web-based job boards* writing in academe* writing for the media* writing as a career* public speaking plus: how to avoid jargon and gender-specific language, tailor your writing to your audience, enhance your writing with appropriate graphics, write to international clients, write as a product manufacturer, and measure the impact of what you write. Resources include lists of design media.Like a trustworthy desk-side consultant, Writing for Design Professionals, Second Edition, should be next to the computer of every architect, planner, interior designer, engineer, and student who wishes to present a polished, professional image...

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