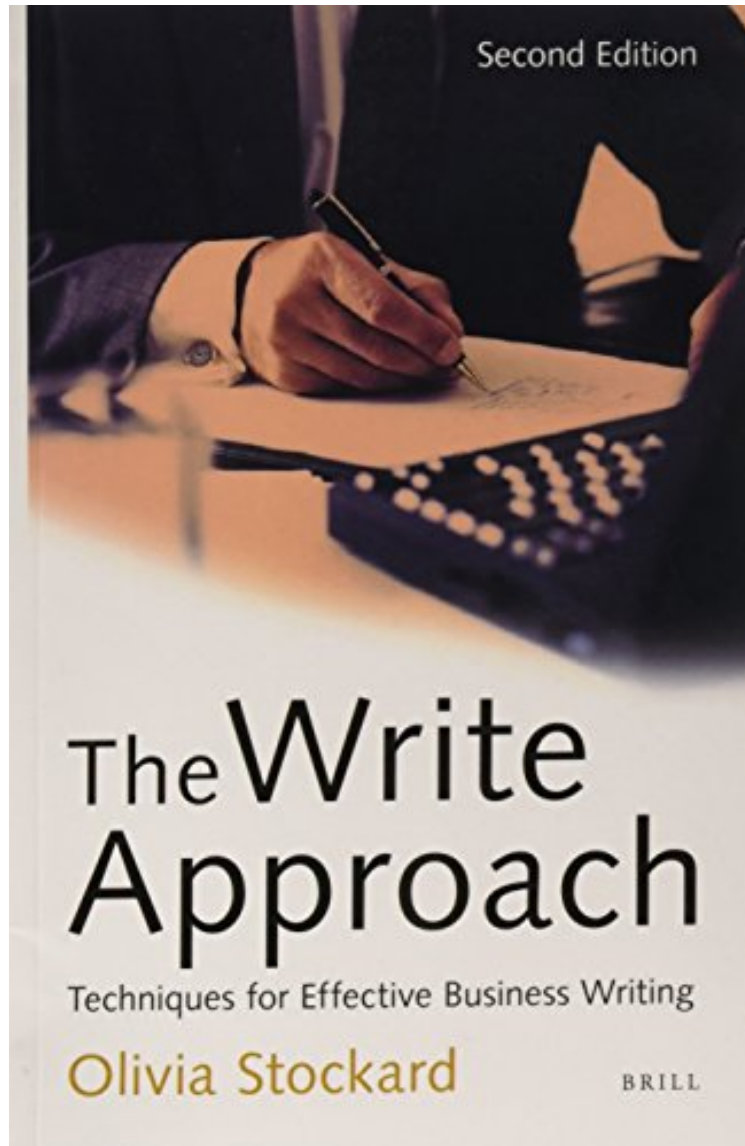


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The Write Approach: Techniques for Effective Business Writing: Second Edition

Olivia Stockard

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Olivia Stockard, PhD, is a New York-based communications consultant who helps business writers use their skills in analysis and logic to produce successful business messages. In this new edition of *The Write Approach*, Dr. Stockard discusses how the speed of technology can cause business writers to shortcut the thinking, planning, and editing needed for good writing. Rather than "pushing the send button" without considering the consequences, writers are guided in ways to be more thoughtful in their use of communication tools and practices. The new edition's expanded commentary and exercises underscore the author's basic premise: writers must determine their purpose for writing, consider their readers' expectations, and polish the final product. Self-instructional activities invite readers to practice evaluating and improving business writing. This edition was previously published by Emerald Ltd. under ISBN 9780857248312.

About the Author Olivia Stockard, Ph.D., is the president of Stockard-Elmer and Company, Inc., a New York City-based consulting company. She designs and presents seminars covering a wide range of subjects in written and oral communication. She also specializes in writing instructional materials for corporate training programs. As an executive coach, she works with clients in the banking, accounting, insurance, and pharmaceutical industries. Dr. Stockard holds a Ph.D. in English from New York University, an M.A. from Bryn Mawr College, and a B.A. from Vanderbilt University, magna cum laude.