

**business writing today a practical guide 9781506388328** - *business writing today prepares students to succeed in the business world by giving them the tools they need to write powerfully no matter the challenge in her highly practical text author natalie canavor shares step by step guidance and tips for success to help students write more clearly and strategically,* **creative writing in the digital age theory practice and** - *creative writing in the digital age explores the vast array of opportunities that technology provides the creative writing teacher ranging from effective online workshop models to methods that blur the boundaries of genre from social media tools such as twitter and facebook to more advanced software like inform 7 the book investigates the benefits and potential challenges these technologies,* **acompany the digital age has changed culture** - *the digital age has changed culture communication and business management skills,* **writing formal business letters and emails lynda com** - *we live in an age of short form messages such as texts and tweets but letters and emails remain the way that business is done when you can write letters and emails that are readable concise and appropriate you have an advantage over those who can t i m tom geller and believe it or not i ve been using email for business since 1987 a lot has changed since then,* **pharma 3d rewriting the script for marketing in the** - *in 2015 over 200 million u s citizens had a smartphone 1 and for the first time searches from mobile devices outnumbered desktop searches on google 2 today 1 in 20 searches on google is for health related information 3 digital engagement is now a fundamental part of how patients caregivers physicians pharmacists and others live their lives in this way managing one s healthcare,* **jane friedman helping authors publishers make better** - *learn how to build a successful creative business during a time of rapid transformation in the publishing industry*

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