



How to Write Persuasively Today (Writing Today)

Carolyn Davis

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How to Write Persuasively Today is an authoritative handbook for getting your point across, a step-by-step how-to guide for making sure you say what you mean in the clearest, most effective way possible.

Drawing on over three decades of professional writing and speaking experience, author Carolyn Davis breaks down the challenges, issues, and potential pitfalls involved in persuasive writing, providing practical strategies and solutions for communicating with the utmost clarity, precision, force, and style. It is a presentation filled with vivid, often humorous real-life examples of writing and presentations of all kinds—one that also equips readers with the tools needed to assess and evaluate everything from advertising claims to political propaganda to survey results.

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