



EFFECTIVE WRITING Made Simple

Stephen Lau

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Effective writing is a lifelong communication skill. To master this skill, useful information is needed. But information is useful only when you can apply it to your writing. It is the application of useful and appropriate information that makes a difference in learning effective writing skill, and it is what this book is all about.

Learning effective writing requires four easy steps. You need to find out what to do in order to write well. The next step is to do it. Strangely enough, many people know what to do, but they don't do it. Then, you need to make sure that you are doing the right things when you write. The last step is to practice and practice writing until you become confident and proficient in your writing.

This book provides you with guidelines and the right information, including basic grammar, correct sentence construction, effective use of words, paragraph development, style and usage, with many examples and illustrations to show you how to write well.

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