



Business Writing in the Digital Age

By Natalie C. Canavor

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Natalie Canavor presents a step-by-step system that shows what to say and how to say it, along with practical techniques to improve writing skills. The book builds confidence, and provides a solid foundation that applies to traditional media such as letters and proposals, and also to email, blogs, web sites, social media and PowerPoint. Readers develop tools to keep improving on their own, and to handle new communication channels as they emerge.

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Editorial Review

About the Author

Natalie Canavor is a business writer, author and communications consultant whose background includes journalism, magazine editing and public relations. Throughout her career she has originated programs to share the benefits of good writing. Today she conducts workshops on writing-for-results for business audiences and teaches Corporate Communications Writing at New York University.

A specialist in strategic messaging, she helps businesses tell their stories effectively through print and online media. Her own byline has appeared on hundreds of features and columns in the *New York Times*, *Newsday*, *Communication World* and a host of business and technical publications. She also wrote a six-year column on better writing for the International Association of Business Communicators' *CW Bulletin*, read online by 16,000 professionals worldwide.

As a national magazine editor she created four successful start-ups, including *Today's Filmmaker*, *Videography*, and *Technical Photography*. As a corporate communicator, she built and directed a 14-person department for New York State's largest educational agency. She counseled top management and local school leaders on communication strategy, oversaw all print and e-media, and developed communications-skills training programs.

She is co-author of a popular book for businesspeople, *The Truth About the New Rules of Business Writing*; and earlier, wrote the best-selling *How to Market Your Photographs*. Her work has earned dozens of national and international awards for articles, video scripts, web sites and publications. She is former president of the International Association of Business Communicators/Long Island, which recognized her as Communicator of the Year, and a founding officer of IABC's Heritage Region.

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