

Revising Business Prose Lanham

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Business Writing Essentials Revising Business Prose Business writing is characterized by precision, conciseness, and directness of approach. When drafting and revising any business-related document, look for ways to maximize your impact via minimal means. This requires clarity of prose, but also clarity of purpose, which must always take into account your audience's needs.

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The fifth edition of Richard Lanham's Revising Prose (Pearson, 2007) is animated by a single purpose: to demonstrate how to diagnose and revise the "Official Style." By Official Style, Lanham refers to the obtuse, jargon-laden prose that animates writing in the business world and the academy.

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If anyone else is wondering about the difference between this item and Richard Lanham's "Longman Guide to Revising Prose" (currently less than one third of the price) this book contains an additional 30 pages of Appendix and Exercises in which can be found a brief outline of terms, grammar and meter and 35 short passages or sentences to analyze according to Lanham's Paramedic's Rules, identify the problems in, and correct.

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