



4 Easy Steps to More Effective Writing

Philip Carmine Semprevivo

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This book is targeted to the needs of Business Professionals and as such should also be considered as excellent supplemental reading for the Business Student. It introduces the author's easy-to-use four step methodology for developing and executing a Writing Plan. The underlying premise of the book is that the key to more effective writing is to develop such a plan prior to actually writing. The methodology which is called Plan Driven Writing (PDW) was used to write this book and therefore the book actually serves as an excellent case study on how PDW can be used to write a book. Additionally, a series of four Chapter End problem-sets guide the reader through the PDW process for a topic that the reader selects. The objective of this approach is to provide the reader with the skill level needed to freely use the PDW methodology on future projects subsequent to reading the book.

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