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Carter Daniel

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The book that has taught thousands of students how to write winning business reports

For more than 30 years, Carter A. Daniel has been teaching MBA students at Rutgers University the art of effective business communication with the aid of his eminently practical guide *Reader-Friendly Reports*.

Now available to the public for the first time, this beloved resource gives you everything you need to translate your hard-won figures, conclusions, and insights into concise and powerful reports. No definition of communication, no history, no theory, no diagrams *Reader-Friendly Reports* simply shows you how to:

- Target your audience
- Determine your purpose
- Develop your points
- Organize your ideas
- Make smooth transitions
- Conduct research
- Illustrate with clear graphs and charts

Reader-Friendly Reports (the “Daniel Manual”) is the A to Z guide to ensuring you meet your first priority: making sure people can understand and remember your report from beginning to end.

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