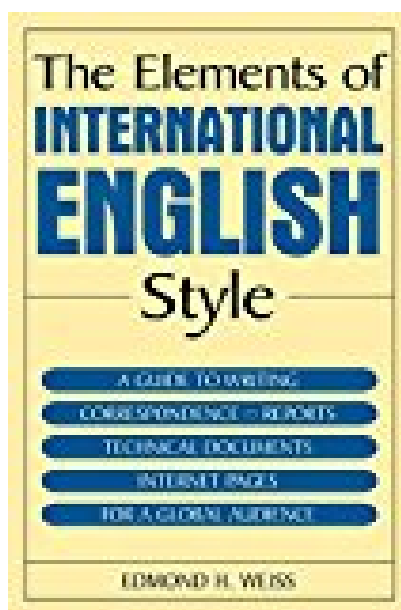


The Elements of International English Style A Guide to Writing Correspondence Reports Technical Documents and Internet Pages for a Global Audience



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BOOK SYNOPSIS

Integrates the theory and controversies of intercultural communication with the practical skills of writing and editing English for those who read it as a second language. Emphasizes principles of simplicity and clarity, proper etiquette, cultural sensitivity, appropriate layout and typography, and more.

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