DESCRIPTION

Most scientists, engineers, and other professionals in technical fields are quite comfortable using their analytical skills and carrying out the most detail-oriented research. Yet when it comes to communicating highly technical information to others in a manner that is both clear and concise, even the best minds are often at a loss.

Model Letters and Memos: A Handbook for Scientists and Engineers shows technically oriented individuals how to communicate their ideas clearly to a wide range of audiences. The author uses two distinct formulas to help compose all kinds of effective, lucidly written correspondence.

The first formula is a four-step process called "AIDA," which stands for Attention, Interest, Desire, and Action. This formula enables busy professionals to organize their thoughts and communicate them clearly, directly, and accurately.

The second formula covered in the book, "IBC," or Introduction, Body, and Conclusion, shows how to break down every memo into its three most important parts. Step-by-step and with specific examples, the author illustrates how to set up an introduction, communicate the desired information, and develop a conclusion.

In addition to these formulas, you'll learn how to: avoid the common pitfalls of writing letters and memos; make correspondence more effective; make lengthy documents more readable; and virtually guarantee that a recipient will read and understand the basic message.
You’ll also find two chapters of boilerplate letters and memos on more than 125 different subjects, all written by technical professionals who are also accomplished writers and communicators. Because they can easily be used as templates for crafting similar communications, these sample letters are included on the computer disk accompanying the text.

For any technical professional who needs to communicate in writing clearly, quickly, and accurately, Model Letters and Memos: A Handbook for Scientists and Engineers is an indispensable, time-saving resource.

An invaluable resource for technical professionals who want to communicate their ideas quickly and effectively

Model Letters and Memos: A Handbook for Scientists and Engineers takes the struggle out of the writing process by demonstrating how to put any kind of information, no matter how technical, into a form that can be easily read and understood.

This practical, time-saving guide shows you how to:

* Structure an effective letter/memo

* Create and maintain interest in your correspondence

* Elicit the desired response from your reader

* Make a lengthy document more readable

* Avoid the ten most common mistakes letter/memo writers make

This indispensable resource also offers nearly 200 examples of effective technical letters and memos and an accompanying computer disk that includes all the letters and memos in the text for easy and immediate application.

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**ABOUT THE AUTHOR**

RON TEPPER is a marketing consultant and the author of six successful books on professional communications, including The Only 250 Letters and Memos Managers Will Ever Need, and Power Resumes, Second Edition, both published by Wiley.

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