

Paperback available (\$14.95) at [createspace.com/3404635](https://www.createspace.com/3404635)/This dynamic guide for business journalists, corporate communicators, and organizational writers and editors is an indispensable reference manual that will be used again and again by both novice and seasoned writers and editors in their daily business of creating effective corporate and business communications. In fresh, authoritative style, Fisher provides down-to-earth instruction and advice based on insights gained from 45 years of hands-on experience as a corporate communications manager, newspaper correspondent, columnist, advertising/PR creative director-copy chief, and freelance writer specializing in business communications. He is also the author of three non-fiction books in the self-help genre. The seminal message Fisher conveys is that business-related magazines, newsletters, ezines, and other organizational publications need not be dull, dry, or merely informational. Rather, corporate journalists must earn and sustain the interest of their readers, which can only be done with powerful writing. His crisp counsel is packed with riveting examples of journalistic and business prose to illustrate critical points as he teaches organizational communicators how to write. Service journalists, that's how an editor-in-chief described us to a roomful of communicators, notes Fisher. We are purveyors of ideas, of information and inspiration through writing intended to produce a positive response. Call what we do, then, action journalism. A huge difference separates our kind of writing from the standard journalists. They report and analyze. We report and advocate. They help sell newspapers and magazines. We achieve organizational goals by influencing action. We create and enhance employee, shareholder, and customer confidence. We build faith in corporate leadership and pride in its products, heighten employee morale, foster belief in the company's intrinsic worth and trust in its mission. Lionel Fisher's energetic, engaging style instructs on the essentials of corporate writing, including how to craft powerful leads; compose and edit articles with the proper structure, pace, and flow; nurture creativity; dissolve writers block and interview effectively. But organizational communicators must do more than just produce outstanding feature and news stories. They are also responsible for organizing their material into attractive, seductive packages. They must target and involve readers; present appetizing arrays of news and feature stories; define and tailor their publications; set stylistic guidelines; motivate correspondents; and much more. When in doubt, the author quotes Raymond Chandler, have two guys come through the door with guns. Potent advice for authors of potboilers, notes Fisher, but corporate and organizational communicators need a bit more firepower. The Craft of Corporate Journalism provides it.

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