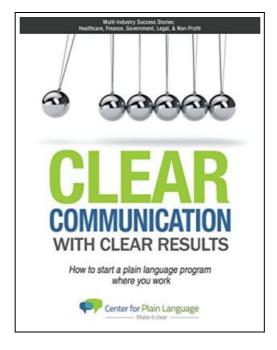
Clear Communications with Clear Results: How to Start a Plain Language Program Where You Work (Paperback)



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Reviews

Complete guide! Its such a great study. I am quite late in start reading this one, but better then never. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Dr. Hermann Marvin PhD)

CLEAR COMMUNICATIONS WITH CLEAR RESULTS: HOW TO START A PLAIN LANGUAGE PROGRAM WHERE YOU WORK (PAPERBACK)



VICARA BOOKS, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. WITH CLEAR RESULTS The Clear Communication Evolution Somewhere along the way, the world view on clear communication shifted. For governments, nonprofits, and the private sector, clear communication was no longer simply a nice to have, something done as if for charity. The work of clear communication is now expected. It s the norm. Organizations that don t deliver can fall by the wayside, lose funding, and see support disappear. How did we get to this tipping point? Some demand came from the people. The digital explosion, in particular, placed a high value on good customer service. You simply can t deliver that without clarity: clarity of word, design, and experience. Some demand came from the law, like the Plain Writing Act of 20 I 0. (The Center had a hand in that.) Accessibility laws also played a part. The disability community grew tired of being ignored. They organized, rose up, and demanded their rights. And some demand came from you, professionals from . -+ Accessibility -+ Branding -+ Communications -+ Design -+ Information technology -+ Marketing -+ Search engine optimization -+ User experience You II find within the pages of this book many ideas to try where you work. (Or try with your clients.) Including a Top Ten List of Guidelines culled from the case studies inside. Unclear communication causes headaches and hardships for everyone - lost benefits, money, opportunities, sales; extra litigation, mailings, phone calls. Clear communication - plain language -helps everyone. If you want your organization to improve return on investment and customer satisfaction, get this book. With advice from these success stories, you can start a plain language program, overcome barri.

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