



Writing In Bullets: The New Rules for Maximum Business Communication

Kim Long

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This is a style guide in the spirit of Strunk & White's classic *Elements of Style*, with a contemporary twist: it explains the appropriate use of key words and bulleted phrases in memos, e-mails, formal documents, business meetings, and presentations, with the aim of elevating this writing style into a sophisticated communication medium. Long's rules of usage are based on solid research, as he draws on the results of human performance psychology studies on the way we perceive graphics, bullets, and other elements in web sites and printed matter. Designed primarily for business writing, *Writing in Bullets* is also a great resource for anyone who uses this increasingly popular technique to take notes or communicate with others.

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