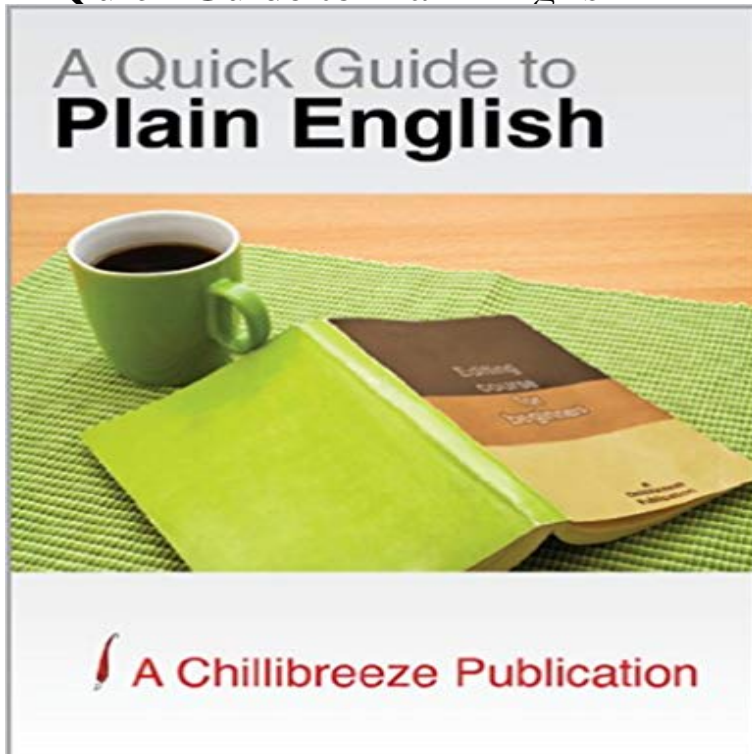


A Quick Guide to Plain English



Writing from the audience's point of view is always the best approach. Our quick guide gives you the background to plain English. It introduces you to well-defined writing techniques people use to tweak and tone down their language. Also included are tips to help your communication team maintain plain English standards. The e-Guide is arranged in easy-to-understand sections that get straight to the point. You can use the tips and techniques in all your written communication: official, personal, customer-centric or client-specific. But remember, our e-Guide gives you just a taste of plain English.

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