



The Craft of Corporate Journalism: Writing and Editing Creative Organizational Publications

Lionel L Fisher

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The Craft of Corporate Journalism is a dynamic reference guide for business journalists, corporate communicators, and writers and editors of organizational publications. It is an indispensable manual that will be used daily by beginners and seasoned corporate writers/editors alike in the daily business of crafting creative organizational publications. Lionel Fisher writes in a fresh, down-to-earth style honed by his forty-five years of experience as a corporate communicator, newspaper correspondent/columnist, advertising/public relations creative director-copy chief, and as a freelance writer specializing in business-sales-marketing-organizational communications. He provides essential, hands-on counsel, instruction and advice on the esoteric challenges of corporate writing. 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 descriptive instruction and crisp counsel is packed with riveting examples of journalistic and business prose to illustrate critical points as he teaches organizational communicators how to write. The author's engaging, iconoclastic style instructs on the essentials of corporate and business writing: How to craft powerful leads; compose and edit articles with the proper structure, pace, and flow; nurture creativity; dissolve writer's 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, much more.

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