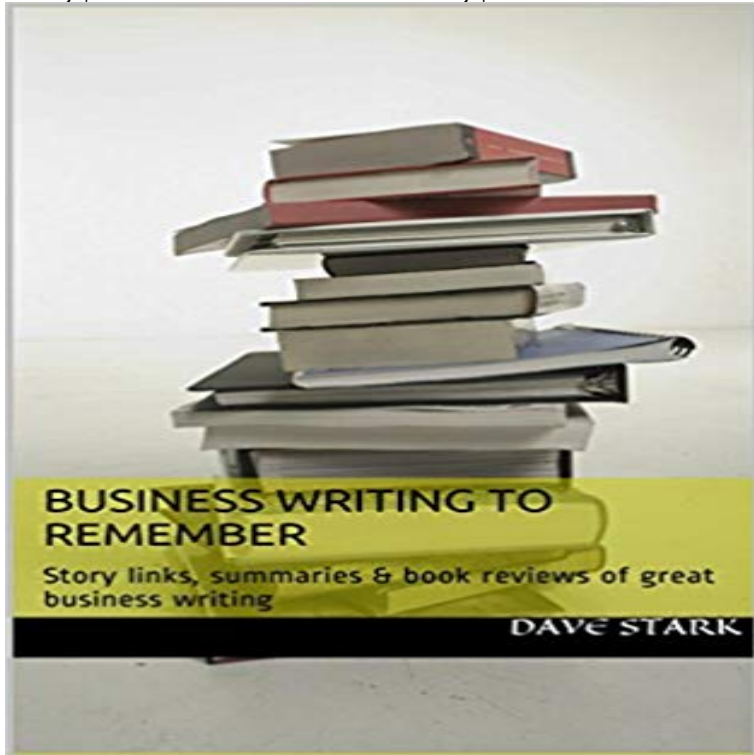


Business Writing to Remember: Story links, summaries & book reviews of great business writing.



Business Writing to Remember is a follow-up to the compilation book projects Words Written Down, 111 Books Reviewed and More Words Written Down with all three coming out of the writing blog www.wordswrittendown.com. The idea behind first the website and now the books has been to read writing of interest and then attempt to describe those pieces well and make connections between them, with the result both a repository of great writing and body of work with my thoughts on the pieces. This particular book compilation differs from the prior ones in that one of those was focused on book reviews done on books about many different subjects and the other two compilations also aggregated posts from many subjects, including sports writing, writing about writing and business writing. Business Writing to Remember is about just that, my favorite business writing by others linked to and written about during the duration of the time I've written the blog Words Written Down. As I began the process of looking back at past stories read, linked to and written about, categories of business writing began to emerge, with some of them around business segments and some specific companies. A particular segment or company not being included here in no way means it not interesting, just that the pieces here are those which most resonated with me, can be found via links that are currently available for reading without a subscription and tend to be fairly recently published works as some solid writing from years past not quite as relevant anymore. The business segments separated out with pieces in that area are health care, venture capital, security, manufacturing & resource utilization and power generation & management. Companies with great writing about each are Tesla Motors, Google, Amazon and Apple. Additionally, there's a section that includes single pieces of writing on

Facebook, Twitter and Netflix, along with remarkable stories on two less-known companies in Declara and Tankchair. The final section includes reviews I've written over the last several years on solid business books, with many different segments and companies represented throughout the various reviews. There's been a lot of reading done to suss out the writing found to be interesting enough to include in the blog and this particular effort is the best of the business writing I've come across, along with a summary and for many of them, my thoughts on what makes the pieces so good. Pulling the pieces of writing with a business focus together and separating them out by category is simply a continuation of the point of the blog to attempt to give a bit more permanence to pieces of great writing, along with my thoughts on what makes each a work to remember.

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