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Createspace, United States, 2012. Paperback. Book Condition: New. Catherine Berlin (illustrator). 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Facts matter most. Every business memo has a goal. Technical, professional business writers armed with humor, logic, and story principles can use facts to prime others to agree with that goal long before it is time to argue a point or make a request. Few of us know how to capture an audience s attention...

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- Authored by Catherine Berlin Esq
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