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A Quick Guide to Writing Business Stories (Routledge Focus)

Mathewson Joe

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Business journalism is of critical importance to society, though it may appear to some that it concerns only big business and big investors. *A Quick Guide to Writing Business Stories* helps students acquire the marketable writing skills required to succeed in this competitive and vibrant segment of print and online journalism. This hands-on, practical text provides step-by-step guidance on how to write business articles such as the corporate quarterly earnings story, small business profiles, and business or consumer trend stories.

Mathewson's book, based on Northwestern University's highly successful business journalism program, guides students in the use of data, documents and sophisticated expert sources. With *A Quick Guide to Writing Business Stories* as their resource, students will be able to write challenging stories with clarity and speed, greatly enhancing the journalist's ability to tackle stories on other complex topics, in any medium.

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