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By Carter Daniel

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**Reader-Friendly Reports: A No-nonsense Guide to Effective Writing for MBAs, Consultants, and Other Professionals By Carter Daniel Bibliography**

- Sales Rank: #562309 in eBooks
- Published on: 2012-01-06
- Released on: 2012-01-06
- Format: Kindle eBook

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### **Editorial Review**

#### **About the Author**

**Carter A. Daniel** is the director of the Business Communication Programs at Rutgers University. He has published articles and manuals on business communication and is the author of *MBA: The First Century*, the only comprehensive history of graduate business education.

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