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The principles of good business writing—fast, focused openings; key points at the top of each section; just enough detail—will serve you better than twisting your content to fit a generic template. Lead with your key points. You're not writing a murder mystery. Business readers want clarity, not

suspense.

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Bryan A. Garner's blog series on business writing draws on advice in Garner's new book, the HBR Guide to Better Business Writing. Bryan A. Garner is a leading authority on writing, usage, grammar, and style. He is the author of many books on writing, including the HBR Guide to Better Business Writing and the best-selling reference work Garner's Modern American Usage.

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