



Comprehensive Global Management Consulting Services

Commentaries and Insights from Allawos & Company

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“International Business Articles”

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Writing international business articles for profit presents a different kind of challenge, no matter how many years of writing you have under your belt. Greater emphasis is placed on effective communication in international business articles that embrace all business matters from local market to international trade.

Moreover, writers of international business articles face a whole new element that only comes with writing for cross-border trades – that is, their international business articles must be flexible since not everyone speaks the same language.

The Rules

The same old rules in writing apply when you write international business articles:

- * Be concise. Use short sentences as much as possible (less than twenty five words).
- * Do not use long words. Instead, use shorter words that are easier to understand (an eighth grade level).
- * One paragraph focuses on one idea. Short paragraphs are suggested if your international business articles are for online publishing.
- * Maintain formality. Avoid slang, jargon, clichés, and other figures of speech.
- * Be careful with your punctuation, spelling, and grammatical errors.
- * In line with conciseness, be specific. It is helpful to use concrete examples in order to illustrate a point.
- * Provide a summary.
- * Check your own writing as well as having an editor to review your work.

Be Persuasive, Positive and offer Effect Change

Every international business article has this goal in mind: to effect positive change. To achieve this, the writer must be able to persuade the recipient of the message with information that is focused and comprehensive. Thus, writing international business articles requires that you must have a sound understanding of the subject matter and its impact on the reader.

International business articles must be so written that their main ideas are communicated early and leave no doubt as to what action the reader must take after finishing it.

Understand the Reader, Personalize

In order to better reach the targeted reader(s) with your international business articles, you need to understand them first. Personalization of international business articles will ensure that the information they contain are highly relevant to your target audience. Research, therefore, comes into play, to the extent that you know them well enough to be able to tailor your international business articles to meet their specific needs.

Anticipate reaction. Use tone and language that is appropriate to your reader.

Be Logical, and Arrange Ideas

Professionalism in international business articles is a must. And the best way to achieve a certain level of professionalism in your write-ups is to arrange your ideas in the most logical way possible. Not only will logical arrangement project professionalism, it would also play an instrumental part in how well you achieve the objectives of the international business articles.

Arrange your international business articles in such a way that the main point can be easily obtained. Any additional content must logically follow this main idea. Ordering ideas by importance is an effective way of achieving logical arrangement.

Allawos & Company and its professionals can offer further advice and guidance for affective communications to convey a thought, idea or for product development.

About Allawos & Company, LLC



Allawos & Company is a comprehensive global business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

Whether in corporate development, strategic planning, alliances, market development, diplomatic engagement or manufacturing optimization, or turnarounds, our team is focused on client-specific value creation improving the bottom line.

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