

Business English: fuel for the corporate image

With the simple click of a mouse button customers and business partners from all over the world inform themselves about all kinds of topics, companies, products and services. In this global market, the English language has a difficult task. It has to present the advantages of state-of-the-art technology, top quality craftsmanship or leading standards with equal excellence in writing. As an essential tool, it has to help us stay one step ahead of competition.

International corporate communication must therefore be flawless, concise and easily understandable. Just like high quality photographs, full colour brochures and elaborate designs, messages reflect the corporate image. They help attract new customers and win their trust. They do much to convincingly promote and sell products and services. To enhance one's professionalism and credibility, a great deal is thus demanded of language in terms of quality, style and tonality.

Yet, writing in English is challenging to say the least. One is faced with a large variety of words and expressions that may enhance the emotional impact of a sentence or entirely change its meaning. Which word or phrase should one choose to best reflect one's uniqueness? Which word or phrase best puts across one's competitive advantage?

The English language requires a specific structure and approach, as well as the intuitive feel for its subtleties to "sound English" and be well understood. It needs creativity to convey a corporate philosophy and the unique company spirit. It relies on carefully chosen words to drive home the message between the lines. Ultimately, it is part of the image we show to the world!

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