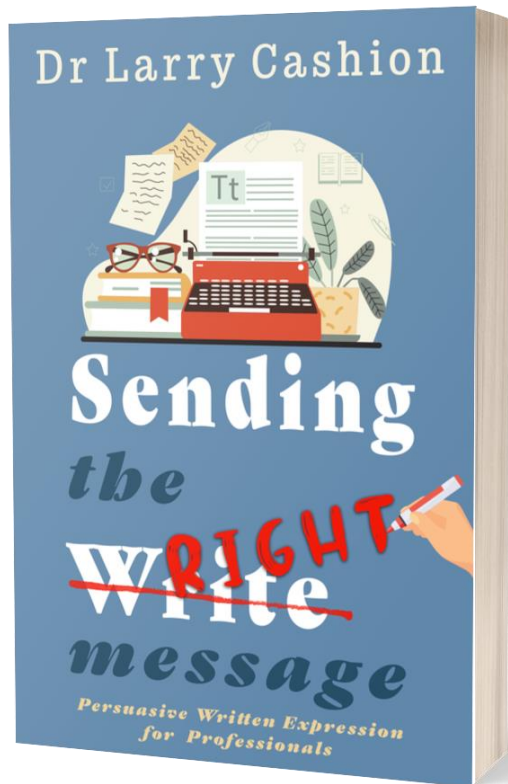


Sending the Right Message

Written by Dr Larry Cashion



THE MOST IMPORTANT ELEMENT OF LANGUAGE IS COMMUNICATION...

In a world of jargon and buzzwords, this book intends to show you the means of producing professional documentation that accurately, and persuasively, conveys your intended messages.

When the purpose is to inform, not entertain, writing can still be exciting and inspirational.

Language is filled with opportunities to capture a reader's attention without resorting to hyperbole or writing in a way that feels more like advertising than analysis.

Learn how to masterfully communicate each written word with intent in *Sending the Right Message*.

ABOUT THE AUTHOR

Dr Larry Cashion has a passion for the English language and its abundant richness, even in all its absurdity. He is an experienced consultant psychologist with tertiary qualifications in psychology, education, forensic behavioural science, and law. He has been published in high-profile journals, including *Biological Psychology* and *Clinical Pediatrics*, as well as delivering multiple conference and professional developmental presentations. Having worked all around Australia over his career, he has settled in Melbourne, Victoria, in no small part due to the quality of the coffee.

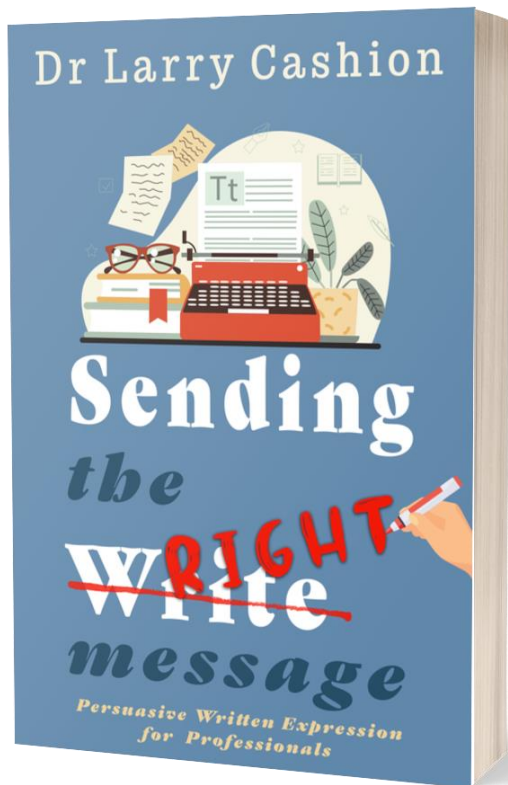
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Format	Paperback
Audience	General
Author Location	Melbourne, VIC

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A CONVERSATION WITH THE AUTHOR

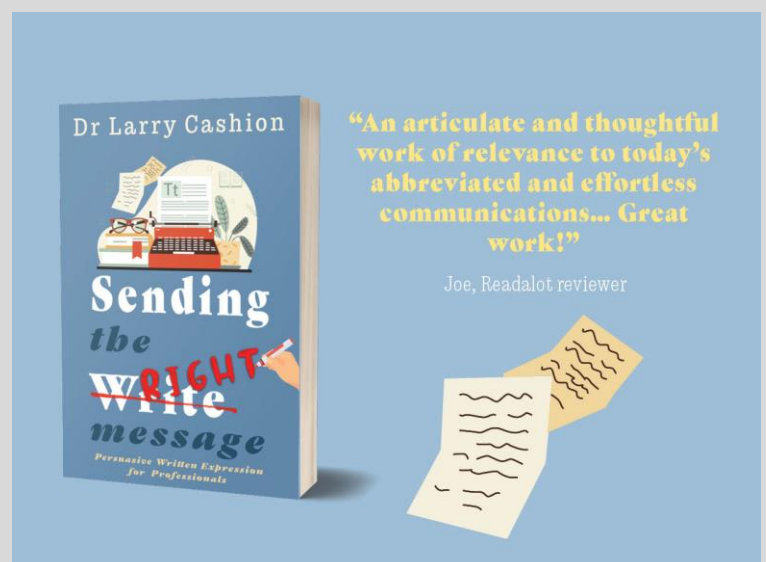
WHAT WAS YOUR INSPIRATION FOR WRITING *SENDING THE RIGHT MESSAGE*?

This book was written to educate current and future professionals in how to get a message across effectively and not to try and sound clever at the expense of content. Having worked with and in multiple organisations over my adult life, I have watched the English language deteriorate into a means of avoiding comprehension and accountability as meaningless terms are used to displace accuracy in communication of ideas, policies, and behaviours.

Using inaccurate language in government policy and the law opens a minefield of potential litigation and unintended consequences for society. Contrary to some social commentators, I love the richness and quirks of the English language. The opportunities for communicating ideas in English are bountiful and it is my earnest belief that we have sufficient linguistic options available to get our messages across clearly and effectively without leading the language into the realm of the unintelligible.

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