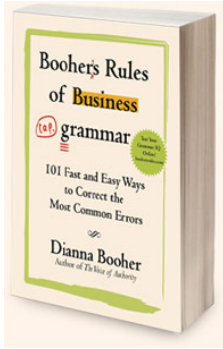


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BOOHER'S RULES OF BUSINESS GRAMMAR
101 Fast and Easy Ways to Correct the Most
Common Grammar Errors

By Dianna Booher

Publisher: McGraw-Hill

Publication date: November 2008

Price: \$16.95

ISBN: 978-0-07-148668-2

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"Dianna Booher has changed the way corporate America communicates."

—Dr. Mary Kay Kickels, Vice President of Corporate Training

Encyclopedia Britannica Educational Corporation

YOUR BAD GRAMMAR IS DRIVING THE BOSS CRAZY

**Renowned Business Communication Expert And
Bestselling Author, Dianna Booher,
Corrects Common Grammar Mistakes
That Can Stifle Your Career**

Bad grammar is like bad breath. Even your best friends won't tell you. In fact, your boss may just fire you if she hears one more misused word or reads another email with fragments and poor punctuation. And if the boss doesn't go bonkers, customers may. "Worse, bad grammar may cost you big bucks," says Dianna Booher, best-selling author of **BOOHER'S RULES OF BUSINESS GRAMMAR: 101 Fast and Easy Ways to Correct the Most Common Grammar Errors** (McGraw-Hill) and consultant to companies such as Lockheed Martin, JPMorgan Chase, and IBM.

"To the listening ear of a client or a boss," says Booher, "bad grammar sounds like fingernails dragging across a chalkboard. Errors in a sales proposal or client letter can send your collateral to the circular file and tarnish your company's image." Take, for example, one of Booher's clients, a global technology firm (call them "ACME") that was the leading contender for a multimillion-dollar contract. The client told ACME's CEO that, despite ACME's strength in the marketplace, the proposal, filled with incorrect punctuation and poorly worded sentences, created concerns about their quality standards. After all, if ACME would be so

careless with a multimillion-dollar proposal, how careless might they be with the actual project? Result? No sale.

“The good news,” says Booher, “is that unlike some skills that may take years of hands-on practice to master—dancing, carpentry, surgery—proper grammar *can* be learned from a book.” The better news is that Booher has written that book. In **BOOHER’S RULES**, Booher breaks down the most common grammar mistakes found in emails, presentations, and conversations every day. Booher, who has worked with hundreds of companies on six continents, whittles files and piles of writing samples into a slim volume of memorable examples and easy-to-skim guidelines. With each guideline, she includes a “memory trick” to help readers recognize and avoid errors that can stall their careers.

In chapter 40, for example, Booher introduces the proper usage of the words “fewer” and “less” by citing an error seen on grocery store signs across the country: “This checkout—20 items or less.” The memory trick? If the items can be counted, the correct word is “fewer”; if not, “less.”

And then there’s the commonly seen error at the start of emails: “Good morning Karen,” or “Hi Fritz.” Such greetings are different from the traditional descriptive salutation—“Dear Bruno” (Bruno is dear; well, not literally, says Booher, but you are describing him with the adjective “dear”). “Good morning” or “hi” is not a description. Such an opener addresses the reader directly (Bruno, listen, I’m talking to you.) and needs different punctuation. The memory trick? When talking to people directly, add the comma, and figuratively pause until they look you in the eye: “Good morning, Karen.”

Booher acknowledges that some grammar rules baffle because they are circumstantial. For example, she demystifies the “split infinitive” rule and gives readers permission to do the splits when adding emphasis.

Readers of **BOOHER’S RULES** will quickly realize:

- Why you never tell someone that you’re *anxious* to meet him
- How your grammar may be affecting your social life and turning off potential dates

- Why you tell your daughter that she played a *good* game but never say, “you played *good*”
- Why it’s important to know the difference between *affect* and *effect* when writing an audit report
- Why you should avoid creating buzz words like those in such phrases as, “let’s *incent* them to sell more,” or “we should *dialogue* about our marketing strategy”
- Why good grammar is *not* a generational issue but a universal concern in communicating clearly

As always, awareness is the first step to improvement. Booher offers a free grammar assessment at www.booherrules.com.

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(564 words)

ABOUT THE AUTHOR

Dianna Booher is the founder of Booher Consultants (www.booherrules.com), a leading communication training firm. Her clients include IBM, LyondellBasel Chemical, PepsiCo, Frito-Lay, Lockheed Martin, Alcatel-Technologies, and BP. The author of 44 books and a frequent guest on television and radio programs around the country, she is an award-winning professional speaker and has been inducted into the CPAE Speaker Hall of Fame. Booher Consultants is based in the Dallas/Ft. Worth Metroplex.