



**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

Contact: Kari Gates

817-318-6000

[kari.gates@booher.com](mailto:kari.gates@booher.com)

## Suggested Interview Angles

Dianna can discuss these issues with readers of *Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors*:

- How your grammar may be stalling your career, how you can find out if it is, and what you can do to solve the problem... For example:
  - Why you never tell someone that you're *anxious* to meet him/her
  - Why it's important to know the difference between *affect* and *effect* when writing a 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"
- How technology (email, text-messaging) has affected grammar skills
- 4-Generations in the Workplace: Why good grammar is *not* a generational issue but a universal concern in communicating clearly
- How the grammar of your customer service agents may be confusing your customers by the email they send and voice mail they leave—not to mention presenting a negative image in the marketplace
- Why your grammar may be ruining your chances for romance and turning off potential dates—particularly for those connecting online through social networking sites
- How your grammar may be affecting your social life and embarrassing your friends and family (For example: Why you tell your daughter that she played a *good* game but never say, "You played *good*.")
- Why our schools are failing to teach grammar