PLAGIARISM: What it is and how to avoid it

NMSU Student Code of Conduct http://www.nmsu.edu/~vpsa/SCOC/index.html
NMSU Library Plagiarism Info http://lib.nmsu.edu/plagiarism
NMSU Library Copyright Guide http://nmsu.libguides.com/copyright
Mgt PhD Handbook excerpt

STYLE GUIDES

American Management Association (AMA) Style Guide for Business Writing
http://www.amanet.org/index.htm
Publication Manual of the American Psychological Association (APA)
http://www.apastyle.org/index.aspx
The Bluebook (law/legal studies) http://www.legalbluebook.com
The Chicago Manual of Style Online http://www.chicagomanualofstyle.org/home.html
Modern Language Association (MLA) Style http://www.mla.org/style

More...
Biblicoscape Style Manuals, definitions and examples: http://www.biblioscape.com/styleMan.htm

GRAMMAR, PUNCTUATION, SPELLING, PROOFREADING MARKS

Elements of Style Online: http://www.bartleby.com/141
BBC: Learning English http://www.bbc.co.uk/worldservice/learningenglish

Proofreading marks:
http://www.merriam-webster.com/mw/table/proofera.htm
http://www.designerstoolbox.com/designresources/proofering
http://www.colorado.edu/Publications/styleguide/symbols.html
www.pit-magnus.com/pitmagnus/books/pr_marks.pdf
DICTIONARIES, ENCYCLOPEDIAS, REFERENCE SITES

How to know a site is reputable (for research which may include websites)  
Britannica Encyclopedia http://www.britannica.com  
Business Dictionary http://www.businessdictionary.com  
Encarta dictionary/thesaurus/translations  
Merriam-Webster Dictionary http://www.m-w.com  
The washingtonpost.com Business Glossary  
XE.com, Currency Converter http://www.xe.com/ucc

BUSINESS WRITING TIPS

Purdue Online Writing Lab (OWL) https://owl.english.purdue.edu/owl/section/4  
- Select “Professional, Technical Writing.” These OWL resources will help you conduct research and compose documents for the workplace, such as memoranda and business letters. This section also includes resources for writing report and scientific abstracts.

Purdue Online Writing Lab (OWL) Resources sitemap http://owl.english.purdue.edu/sitemap  
- Select from a comprehensive list of choices covering The Writing Process, Professional, Technical, and Job Search Writing, Research and Citation, Grammar and Mechanics, English as a Second Language (ESL), Internet Literacy

- Business proposals, understanding the procurement process, preparing RFPs, writing sales and marketing material, developing white papers, templates. Business Plan / Business Writing / Employee Handbooks / Free Checklists / Writing Headlines / Freelancing / Request for Proposals / Proposal / Tenders / Press Releases / Surveys / Plain English / Writing Tutorials / Sales & Marketing Writing / White Papers

- General Resources and Advice  
- Basic Composition Skills  
- Basic Writing Skills  
- Some Types of Correspondence
globalEdge International Business Writing Resources
http://globaledge.msu.edu/academy/business-writing-resources

Genesee Valley Center Writing Program
http://www.esc.edu/ESConline/Across_ESC/WritingResourceCenter.nsf/wholeshortlinks2/Business+Writing
• Business Writing
• Bibliography of Business & Professional Writing. Selection of texts offering direction and guidance on business and professional writing.
• Nominal Writing in Business. Readings explore the increasing common business writing style and its effectiveness.
• Personality Choices in Business Writing. Defines and describes the range of choices available to business writers when they select a precise tone for a document.
• Persuasive Business Writing. Explores several different levels of sales persuasion that writers can incorporate into business writing.
• Seven Deadly Sins of Business Writing. Outlines common stylistic and grammatical mistakes as illustrated in memos, letters, reports, etc.
• Ten Commandments of Business Writing. Explains the value of short words, brief paragraphs, etc.
• Using Evidence to Prove Your Point In Business Writing. Introduces the concept of incorporating evidence and proofs into persuasive business writing. Examines the Toulmin Model of deductive logical development and offers tips on evaluating arguments for their effectiveness.
• Writing a Business Memo. Consider the purpose and strategy of each memo. Includes a review list of do's and don'ts.

How Stuff Works, business writing

Library of Congress: Strictly Business
http://blogs.loc.gov/loc/2009/08/strictly-business/comment-page-1
Lupinworks: Dr. J. Newman, Business Writing: Strategies/How-To/Specifics

Daily Writing Tips, Archives for Business Writing
http://www.dailywritingtips.com/category/business-writing
• Letter Writing 101
• Writing a Reference Letter (With Examples)
• Addressing Envelopes
• Can “Enclosure” go at the top of a letter?
• “Yours faithfully” or “Yours sincerely”?
• “Dear Sir” and Other Business Conventions
• The Perils of Writing to Someone You Don’t Know
• Writing a Thank You Note
• The More You Tell, The More You Sell
• How to Address Your Elders, Your Doctor, Young Children... and Your CEO
• How to Format a UK Business Letter
• How to Format a US Business Letter
• Conversational Email
• Useful Stock Phrases for Your Business Emails
• Email Etiquette
• Should Web Editors Correct Customers’ Grammar?
• How to Send Tactful Emails from a Technical Support Desk
• Pay Attention to the Email Subject
• The Fact-packed Email Subject
• Clichés Don’t Belong in Professional Writing
• What’s In It for Me? Not a Job, That’s For Sure!
• Concise Writing: The Truth, the Whole Truth, and Nothing But the Truth
• Careful with Technical Terms
• Passive Writing

• Weekly tips to help improve your Business English, lessons on English grammar and vocabulary strategies, writing specific business documents. Subscribe to our RSS feed.

• Other Tips Sites
• English Grammar Tips
• English as a Second Language Tips
• English Spelling Tips
• English Punctuation Tips
• Online Grammar
• Resources
• OneLook.com
• Reference.com
• Grammar Software
• Grammar Book

• Be assertive and forthright
• Bring about cordiality
• Business letters
• Margins in writing layout
• Avoid gender bias
• Avoid using “weasel” words
• Format business e-mails in plain text
• Dateline in business correspondence
• Business letter with cc
• Contractions in business writing
• Foreign words and phrases
• Keep business letters formal and factual
• Avoid use of jargon and buzzwords
• Correspondence with foreign clients
• Fonts in business writing
• Emphasis in academic writing
• Make your proposals persuasive
• Selecting the right tone
• Personal information in resumes
• Attachments in e-mails
• Italics and underlines
• E-mail subject line
• Emoticons in business e-mails

NETIQUETTE
Email Etiquette: http://www.emailaddresses.com/guide_etiquette.htm
Netiquette: http://www.albion.com/netiquette

COB DEPARTMENT TIPS

ACCOUNTING:
• Ed Scribner document.

ECONOMICS:
• Doug Gegax: Edit your work multiple times, put it down for a couple days, and then edit it a couple more times.

FINANCE:
• Liz Ellis: Instructions for Bibliographic Citations:
Do you know how to properly cite articles using a recognized bibliographic citation style? Providing a URL alone is NOT a citation for a website or online resource. Here is a great website assembled by the Duke University library that lays out examples using each of the most popular citation forms: http://library.duke.edu/research/citing/workscited/index.html

Note that you must choose which style to use - for example: APA, MLA or Turabian. Also, note that you must know what kind of item you are trying to cite - for example: Printed magazine? Online magazine? Full text article from database?

MANAGEMENT:
• Steve Elias: DON’T plagiarize! Put another way... Be sure to cite your work.

MARKETING:
• Collin Payne: Read the classic text "On Writing Well" by William Zinsser.
• Kelly Tian: In marketing, the Chicago Manual of Style is often used. Avoid using jargon, acronyms (unless previously presented), colloquialisms, contractions, passive voice, cliches and allegories (unless carefully considered).
• Jerry Hampton document.

The following are excerpts from Renee Brown’s “Organize, Write, Edit” given to the Management PhD students in 2006. (Suggested for use here by Judy Weisinger).

BEFORE YOU WRITE/EDIT

Get Organized:
1. Create a folder specifically for a manuscript.
2. Open folders and files using the Details view. (Shows the time/date and helps you find the most recent version of your manuscript.)
3. Filenames should include the number of the draft: Manuscript Name-Draft 1.
4. Be sure you are working on the MOST RECENT file.

WHEN YOU WRITE

• Carry a notebook or 3”x5” cards EVERYWHERE and write down your thoughts and ideas. Grammar, spelling, punctuation, verb agreement, don’t matter yet—just make sure you understand your notes.
• If you have difficulty writing what you mean, explain it to someone who can write or type your words verbatim. Let that person ask you questions and write down your responses. You talk, s/he writes. Copy your verbatim quotes into your manuscript and write from them.
If you’ve got writer’s block or you’re stuck and don’t know how to word something, get comfortable and read your favorite author or subject. Let the rhythm of the words and the feel of the writing get into your mind and consciously transfer that to your fingertips. Start writing.

Take the word very out of your vocabulary and get a thesaurus. Very can usually be replaced with more exact wording.

- Respondents’ answers were very thorough.
  - change to
  - or
  - Respondents’ answers were thorough.
  - Respondents’ answers were painstakingly accurate.

If you need to reduce word count:

- Imagine that you are writing for children; i.e., every word is necessary.
- Switch to active voice (when appropriate).
- Check for:
  - Wordiness/trite phrases: that, who, which, very, based on, at the present time, for the purpose of, each and every.
  - Redundancy (delete the italicized words from the following examples): one and the same, period of time, has been previously found.
- Use Word Count to keep track of your progress.

Use the Proper Pronoun: First, Second, and Third Person Pronouns

<table>
<thead>
<tr>
<th>First person is the person speaking</th>
<th>Second person is the person spoken to</th>
<th>Third person is the person or thing spoken about</th>
</tr>
</thead>
<tbody>
<tr>
<td>I, me, my, mine we, us our, ours</td>
<td>you, your, yours</td>
<td>he, his, him she, hers, her its they, them, their theirs</td>
</tr>
</tbody>
</table>

Use the Proper Voice

<table>
<thead>
<tr>
<th>Active Voice—Emphasize the Actor</th>
</tr>
</thead>
<tbody>
<tr>
<td>The chicken crossed the road.</td>
</tr>
<tr>
<td>Dr. X will present his findings at the convention.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Passive Voice—Emphasize What’s Being Acted Upon</th>
</tr>
</thead>
<tbody>
<tr>
<td>The road was crossed by the chicken.</td>
</tr>
<tr>
<td>Findings will be presented by Dr. X at the convention.</td>
</tr>
</tbody>
</table>
Researchers have conducted experiments. | Experiments have been conducted by researchers.

### Use the Proper Verb Tense

<table>
<thead>
<tr>
<th><strong>PAST</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>to describe your results</td>
</tr>
<tr>
<td>In Experiment 2, response varied.</td>
</tr>
<tr>
<td>to describe a past action/condition that occurred at a specific, definite time in the past</td>
</tr>
<tr>
<td>Smith showed...</td>
</tr>
<tr>
<td>when describing another researcher’s work</td>
</tr>
<tr>
<td>Sanchez (2000) presented the same results.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>PRESENT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>to discuss your results</td>
</tr>
<tr>
<td>The results of Experiment 2 indicate....</td>
</tr>
<tr>
<td>to present your conclusions; allows readers to join you in your deliberations</td>
</tr>
<tr>
<td>As demonstrated in Experiment 2, response varies.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>PRESENT PERFECT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>to describe a past action/condition that did not occur at a specific, definite time—or</td>
</tr>
<tr>
<td>to describe an action beginning in the past &amp; continuing to the present</td>
</tr>
<tr>
<td>Since that time, investigators from several studies have used this method.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>SUBJUNCTIVE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>to describe only conditions that are contrary to fact or improbable</td>
</tr>
<tr>
<td>If the experiment were not designed this way....</td>
</tr>
</tbody>
</table>

PAST and PRESENT PERFECT are appropriate for literature review and description of the procedure if discussion is of past events.

### WHEN YOU EDIT

It is easy for your mind to fool your eyes while you’re editing. Remember to FOCUS, THINK, and SEE what’s really there... and what is not.

Set aside at least 1- to 2-hour blocks of UNINTERRUPTED time to edit if you can.

- EDIT THE CURRENT VERSION!!!
- If you were given a style guide to follow, get it out and check your manuscript against the style guide requirements.
- For editing text, edit on hardcopy first.
- Edit in phases for specific things: All page numbers, all tables, all figures, all headings, all acronyms, etc.
  - Check that every page has a page number.
  - Check page number location and sequence.
  - Check and verify proper names/unique words/idioms/definitions/abbreviations. Check for consistent usage, treatment and spelling (including info in tables, figures, notes, footnotes, appendices).
• Check that tables are presented consistently, as well as figures, images, etc.

• After editing specific items, begin again at the beginning of the manuscript and edit it from front to back.
  o Your text answers all the questions you think it should: Who, what, when, where, why, how.
  o Compare page numbers with any page number info in table of contents (if you have one), body of text, tables, figures, appendices.
  o Check spelling, grammar and punctuation, semantics (what something means), syntax (how something is expressed).
  o Check for subtle errors hiding between obvious ones. Your eyes may skip over them.
  o Information in text agrees with itself throughout all sections of the manuscript: e.g., description of results on page 4 matches conclusions on page 15; data in text matches data in tables, figures, footnotes, appendixes, etc.

• Read
  o Backwards. Check spelling, numbers, symbols, special characters and equations.
  o Slowly. One word at a time.
  o Out loud. The rhythm and ease of reading out loud matches the ease of reading in someone's mind and will indicate subject/verb non-agreement, awkward sentence structure, changes in verb tense.

• Edit references last in the final draft.