



Harold Abrahams

Corporate Writer

Great companies and outstanding business people need exceptional writers

Many of the world's leading companies have entrusted Harold Abrahams to create their important publications.

Importantly, having spent many years as a senior writer in the corporate world, he understands business. This is of enormous benefit to you in a very wide range of company publications, including annual reports, prospectuses, speeches and other high-level requirements ... and especially those requiring exceptional tact, understanding and confidentiality.

Getting the right perspectives on corporate books, particularly company histories and biographies, are among the most difficult tasks for any writer. That is why Harold has been chosen to research and write so many of them.

As the companies below have discovered, Harold Abrahams is the right writer to commission for corporate writing of all types.

Ernst & Young

"Thank you for this fantastic work"

James Millar, CEO

Jones Lang LaSalle

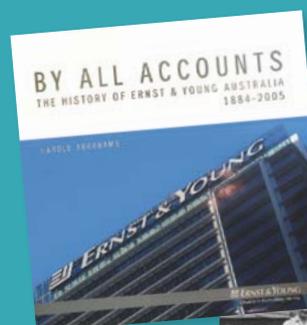
"We are delighted with our book"

Christine Bartlett, CEO

TNT Limited

"Outstanding! ... an unique and irreplaceable record"

David Mortimer, Managing Director



Corporate Histories and Biographies

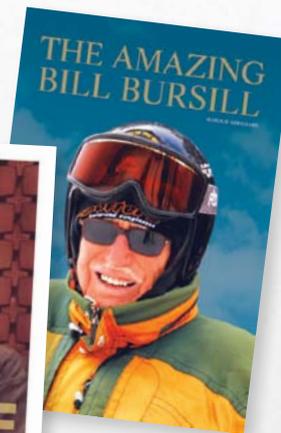
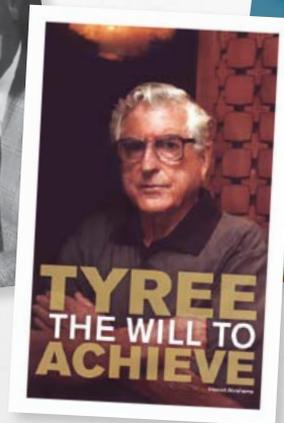
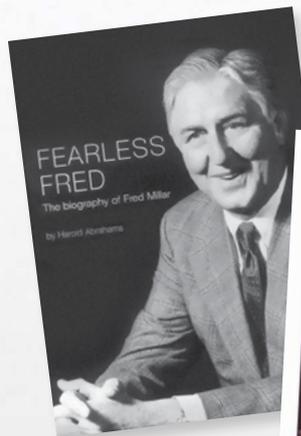
A well written corporate history tells how a company's founders, directors and executives achieved their growth and breakthroughs 'against the odds' – their experiences in constantly meeting and beating ongoing challenges, coping with economic change, persistently innovating and producing better products and services.

“Thank you for all you have done in bringing this book to fruition. I could not have had a better author.”

Fred Millar

“To Harold on the great achievement in its production.”

Bill Tyree



“Thank you for giving life to the Bill Bursill book.

On behalf of the family, I thank you for all the time and effort.”

Graham Bursill

Harold's dynamic interview techniques produce corporate histories and biographies that are riveting to read, especially for future generations who, otherwise, may 'know the name, but not the man'.

In writing their biographies, Harold has discovered information which they had never previously revealed to their families or closest friends. One had never ever shown emotion to the people around him – until he started recalling his childhood. Then, suddenly, he broke down in tears. “Harold, I just felt safe telling you this,” he admitted later.

There are many important benefits:

- Customers, suppliers and VIPs discover the company's great achievements.
- New and future employees learn about the heritage they take on with the company's name.
- Governments can recognise the company's role in the State's economic development.

- Investors and the financial sectors gain information about the expertise, ingenuity and initiatives of the founders and subsequent leadership.

Corporate histories and biographies are ready sources of reference for generations to come, ensuring that today's achievers – the people who have made each company the powerhouse it is today – are not forgotten.

Their histories are now permanently recorded – no longer transitory words in a 'soon-to-be-wiped' section of a web site ... nor buried in the dusty pages of old annual reports.

Updating an important decade of Boral's recorded history was very helpful to us, especially as it covered a number of significant events and the perspectives of people that might otherwise have been forgotten.”



Kylie FitzGerald, Group Communications & Investor Relations Director, Boral Limited

Editing and Ghost-writing

Harold undertakes intensive research in order to understand what the company wants to achieve, and why. His writing style varies to reflect each company's distinctive identity.

Editing is the 'dark art' of publications. It takes enormous understanding (and tact) to edit text that someone else has written. It is a skill that either 'makes' or 'breaks' a book.

No matter how good they are, authors cannot successfully edit their own books – being too close to what they have written to look critically for errors in continuity, spelling and phraseology.

Editors exist in a nether world and come into contact with few people ... other than ghost-writers, who also receive very little recognition for their efforts.

Harold Abrahams is a creature of both worlds ... and will emerge to accept assignments to edit or ghost-write your book, speeches and submissions, if tempted by talk of payment.

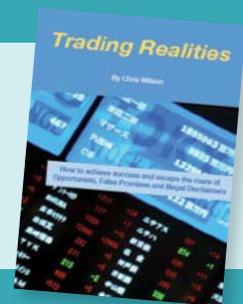


Harold took the rather formal language of a lawyer, restructured my draft, challenged 'facts', and turned my memoirs into a biography that even I have enjoyed reading.

David Landa, former NSW Ombudsman and Chief Magistrate

"By their very nature, trading systems are quite technical. Harold took my words, simplified explanations of the concepts and produced text that was easy to read and understand. It was quite a feat."

Chris Wilson, Automated Trading System Architect



Harold was incredibly responsive and capable in conceiving, writing and delivering our solar campaign."

Andrew Randall, Managing Director, Easy Being Green

Publications and Corporate Support

As a former network news director, federal government spokesman, long-serving foreign correspondent (for CBS News, New York) and corporate executive, his experience and expertise has been invaluable in providing practical support in many business situations.

“Harold, your knowledge of our industry and knowing we could always rely on you to properly present Cimic (Leighton) in Australia and internationally has been a great asset.”

*Jackie Malouf, Office Manager,
CIMIC Group Limited*

“Because of the intensive role required, Harold was appointed to the executive team launching the new shipping line. His expertise was vital to it’s initial success.”

*Robert van Raay, Director,
Peninsula Shipping Lines*

“Harold played a key role in the ‘remaking’ of AAT; a once-moribund public company. His corporate writing and executive support was important in helping us to achieve our goals.”

Damien Woods, Director, AAT



Harold has written and produced corporate magazines for many companies in Australia, Asia, the Middle East and the Pacific.

They include:

- Boral Limited
- TNT Limited

- OneSteel Limited (now Arrium Limited)
- Sydney’s ‘Star’ casino
- Lion Limited
- RailCorp NSW
- Leighton Group companies and subsidiaries

Your company would be in good company. Phone to discuss or email Harold today.

Harold Abrahams FAIM PWA
Corporate Writer

Phone Worldwide +61 416 221 486
Australia 0416 221 486

Email harold@haroldabrahams.com

Skype Haroldabrahams

www.haroldabrahams.com

