



The Bloomberg Way: A Guide for Reporters and Editors

Matthew Winkler, Jennifer Sondag

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The ultimate guide to financial reporting, from the Editor-in-Chief of Bloomberg News

The Bloomberg Way: A Guide for Reporters and Editors is the ultimate handbook for business and financial reporting. A compilation of more than two decades worth of wisdom and experience from one of the world's largest news organizations, the book contains the information and guidance reporters, editors, and students need to be first, fastest, and factual. Bloomberg News Editor-in-Chief Matthew Winkler guides readers through the entire reporting process, relating best practices and warning against common mistakes.

More than ever before, accurate reporting is crucial, as increasing numbers of people and institutions are affected by what happens on Wall Street, and information can move global markets. *The Bloomberg Way: A Guide for Reporters and Editors* details both the preparation and production aspects that produce great news, and provides an inside look at the methods used by an elite financial reporting institution. The book goes well beyond "Journalism 101" to provide guidance specific to business and financial reporting, empowering reporters and editors to develop their own methods within the guidelines of solid, ethical reporting. Topics include:

- Style, voice, jargon, and why good writing matters
- Stocks, bonds, currencies, and covering markets
- Debt, earnings, M&A, and reporting on companies
- Government financing, opinion polls, and following the money

The book also provides guidance on taking an idea from pitch to publication, and includes extensive information on public responsibility, libel, transparency, and other ethical issues. Between the 24-hour news cycle and the current economic climate, financial reporters need to break news accurately and informatively. The Thirteenth Edition of *The Bloomberg Way: A Guide for Reporters and Editors* is the definitive guide to reporting and editing the story of money and finance.

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