**Practical Exercise 4**

**Download and re-write the sample text below (‘IBM website ‘About Us’ page)**

**FROM: IBM UK Website – “About Us”**

IBM United Kingdom

IBM is a globally integrated enterprise operating in over 170 countries. Today IBM UK has around 20,000 employees, bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partner with governments, corporations, thinkers and doers on ground breaking real world problems to help make the world work better and build a smarter planet.

Readability = 30

1. How would you improve the readability of this ‘About Us’ web copy?

2. The piece clearly aims for brevity. Would you make it longer or shorter? How?

3. Can you suggest more informative and meaningful ways in which the company could  
 describe itself?