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The Bloomberg Way A Guide

From the Inside Flap. The Bloomberg Way is the style and reporting guide of Bloomberg News, the leader in global financial and business journalism. It will put any writer in a position to tell the story of money with accuracy and authority. The 25th Anniversary Edition, written by Editor-in-Chief Matthew Winkler, uses real examples of award-winning journalism to demonstrate:

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- Be accurate: there is no such thing as being first if the news is wrong.
- Show, don't tell: back up statements with facts, figures and anecdotes.
- Follow the money: ...

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Info

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.

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In the introduction to the 2014 edition of *The Bloomberg Way* — the combination style guide, reporting bible, and (to its detractors) cult manual for the news operations of Bloomberg — then-editor-in-chief Matthew Winkler describes how Michael Bloomberg convinced him to join the company in 1989. Bloomberg the company was, at that point, a highly successful data and information business for traders, but Bloomberg the man was interested in getting into journalism, a field in which he had ...

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The Bloomberg Way appears to have gone astray when it

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Winkler is known for his enforcement of the "Bloomberg Way," which includes a 300 plus-page guide outlining Bloomberg News reporting standards and its ethics and values. Reporters following the "Bloomberg Way" are instructed to consider the "Five Fs": factual word, first word, fastest word, final word and future word.

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