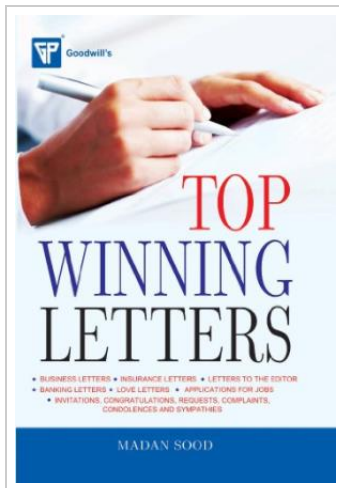




Top Winning Letters

By Madan Sood

Goodwill Publishing House, New Delhi, India. Softcover. Book Condition: New. Despite the invention and spread of telecommunications like telephone, fax, telegraph and even videophone, the simple letter, typed or hand-written on paper, remains the most popular means of communication for social, cultural, technical, official, administrative and commercial purposes. The 'reason is not far to find. It is said that the style is the man through the language used by us we reveal our motives, inclinations, intentions and the degree of emotions we wish to convey. A laconic clipped telegram has no feeling, for it only conveys facts and figures. Today, almost 80 per cent of the world's mail is in English and it is vital for our existence and success to master the art of letter-writing. The techniques to be adopted are self-evident in the pages that follow. The style of address, the format for the date, leave-taking are all in the numerous specimens in this book. Nevertheless, an overall statement may be made about the salient features of letter-writing here: The name of the place and the date are written on the left top of letter. The person addressed is also to be on the left side just above 'Dear Sir'...



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