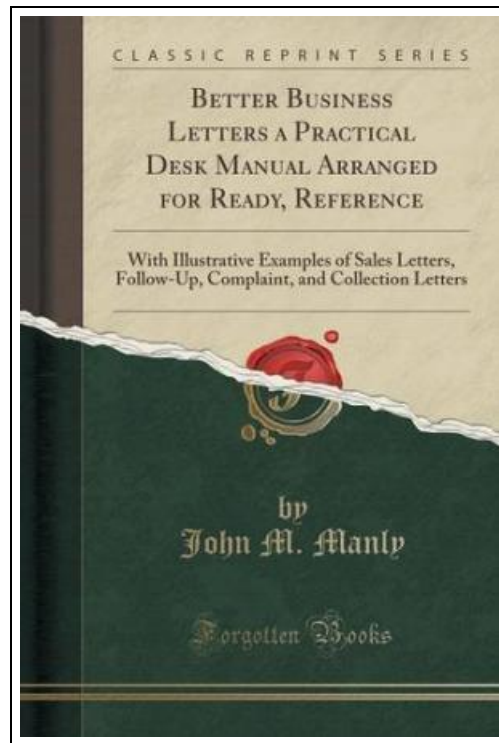


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Better Business Letters a Practical Desk Manual Arranged for Ready, Reference: With Illustrative Examples of Sales Letters, Follow-Up, Complaint, and Collection Letters If one were to attempt to put into practice all the rules and suggestions that have been printed on the subject of business letters, the letters produced would, it must be admitted, be stiff and ponderous. They would resemble the weighty essay of half a century ago, rather than a present-day sales talk. Certainly this would be true if it were regarded as necessary to embody in each letter all the rules laid down regarding opening, description, argument, proof, persuasion, clinching, and the various intermediate embellishments. Most books on the subject of business letters devote far more space to these features than does the present work. The authors believe it is wiser to give to the subject a treatment that is suggestive rather than one that is exhaustive and likely also to be exhausting. This book is designed, not as a textbook on the subject of business letters, but as a practical aid to the man who is trying to train himself to break away from the stiff and commonplace office letter that is natural to him only because it has become habitual. It is designed to serve him as a manual for desk use, to which he can turn, at the moment of dictation, for a suggestion or a rule applicable to the class of letter he is about to write. A work that is to serve such a purpose must not be long winded or full of abstract discussion of theoretical rules. About the Publisher Forgotten Books publishes hundreds of thousands...



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