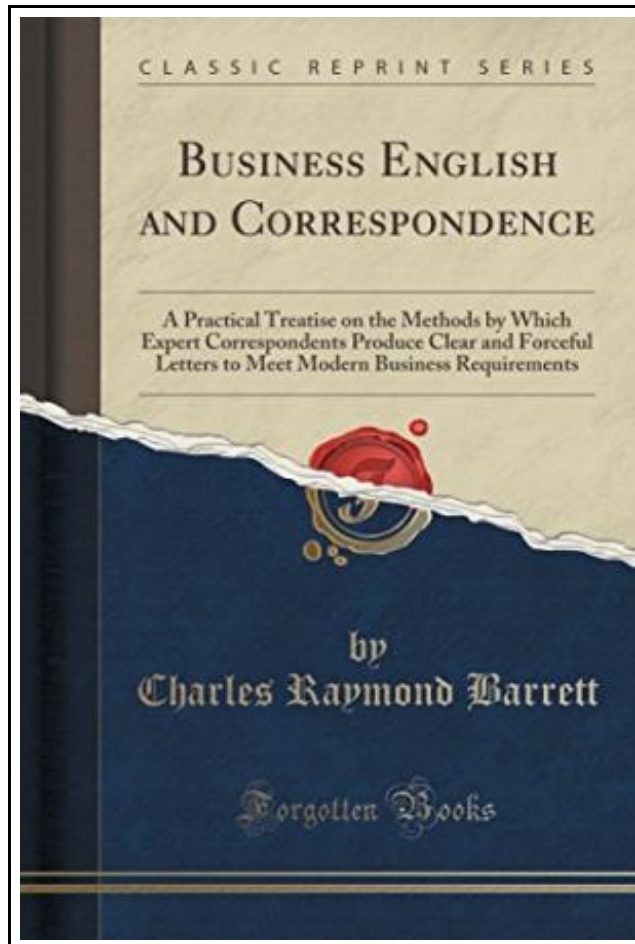


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Business English and Correspondence: A Practical Treatise on the Methods by Which Expert Correspondents Produce Clear and Forceful Letters to Meet Modern Business Requirements The business letter is the backbone of modern business. In many familiar instances it has entirely supplanted the traveling sales-man and the house-to-house canvasser; in other cases, it effectively supplements the efforts of the personal salesman by introductory letters and follow-ups. The perfection of the typewriter, the dictating phonograph, and the many devices for imitating typewritten letters, has made the letter at once the greatest time- and labor-saver, and the greatest business-getter, of this age of trade and industry. In consequence, a practical knowledge of correct business letter writing is a distinct and valuable business asset. A business firm is judged as much by its letters as by its clerks and salesmen. A slovenly letter is as offensive as a slovenly clerk; a discourteous letter is as objectionable, an inaccurate or ambiguous letter as dangerous, as though its statements were made orally by an employe or member of the firm. Indeed, a careless or tactless letter may prove even more prejudicial to the interests of the firm, for it constitutes a permanent record, which it may embarrass the firm to explain or defend. It should, then, be the first care of every business firm, and of every man who handles by letter his firm's affairs or his own personal business, to make certain that those letters are at once business-like in appearance, appropriate in phrasing, and accurate in statement. The matter comprised in this handbook falls under two general heads: Business English and Business Correspondence. Under the first head are...



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