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Effective Letters In Business (Hardback)

By Robert L. Shurter

Read Books, United Kingdom, 2008. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.EFFECTIVE LETTERS IN BUSINESS by ROBERT L. SHURTER. Preface: This book is infeqjfed to present the fundamental principles of the major types of biismesS letters and to assist the student or correspondent in learning these principles by numerous examples and exercises. It grew out of a conviction that there is a need for a comparatively brief text whose scope would be halfway between the sketchy handbook with its Do s and DonYs in boldface type and the encyclopedic volumes of six or seven hundred pages covering every conceivable prob lem in business correspondence. In fairness to readers or to students of this textbook, it seems best to outline the beliefs that color its tone. First, there is no mention in these pages of business English; the point of view that results in the production of books on engineering English, the English of business, and eventually if the trend goes to its logical conclusion mortician s English finds no sympathy in these pages. There are only good English well adapted to its purpose and occasion and poor English. The person who can write...

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