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# Business Letter Writing Made Simple

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guide for  
self-study and  
review  
course

Irving Rosenthal  
and Harry W. Rudman



Revised Edition

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book for the secretary,  
businessman, and student,  
for it gives hundreds of  
practical and easy tips on  
writing successful business  
letters of every kind  
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instructions on postal  
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**BUSINESS  
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BUSINESS  
LETTER WRITING  
MADE SIMPLE  
*REVISED EDITION*

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MADE SIMPLE BOOKS

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## ABOUT THIS BOOK

In a business civilization such as ours, almost everyone is in some way involved with business correspondence, and inevitably meets with numerous occasions when he or she is called upon to write business letters. And when that occurs, as it must, there is often a feeling of frustration and bewilderment, a sense of unpreparedness. This book has been prepared to provide reliable and authoritative guidance in all matters relating to business letter writing.

Following a thorough consideration of the problems of "approach" to business correspondence and complete explanations and descriptions of letter-structure and appearance, there are extensive treatments of the major kinds of business letters: the sales letter; direct-mail sales letters; credit and collection letters; employment letters; complaint and adjustment letters; post cards and telegrams; and, in the section on "Miscellaneous Letters," other kinds of business correspondence. Every aspect of business letter writing is explored in detail and illustrated with numerous model examples—models from which the reader may gather valuable and helpful ideas and suggestions for his own letters.

The Appendixes are another unique feature of the book. Here you will find—simply explained and outlined so that it may be rapidly digested—explanations and illustrations of the rules of spelling; scientifically prepared lists of words most frequently misspelled; the rules of punctuation, with illuminating illustrations; the correct forms of abbreviation; carefully prepared lists of words often confused or wrongly used, according to their frequency; lists of words and expressions to avoid in the interest of better writing, followed in each instance with suggestions for improvement. The final Appendix is the most complete available Glossary of terms used in business and formal correspondence.

Throughout the book the editors have been especially careful to reflect everywhere the most modern, up-to-date forms, usages, customs, practices, and norms. In the best sense of the term, this is *modern* business letter writing.

This book is intended for use as an office and home manual in business letter writing not only for men and women in business, but for everyone who will ever have occasion to write a business letter of any kind in our business society.

—IRVING ROSENTHAL

—HARRY W. RUDMAN



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