

Complete Handbook of BUSINESS English

by William Repp

Solve all your English usage problems instantly with the fast, reliable help of this extraordinary guidebook. It combines the best features of a dictionary, encyclopedia, thesaurus, style manual, speech polisher and model letter portfolio, and puts the precise information you want right at your fingertips!

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William Repp

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Dedication

To my special joys—

Rick, Steve, and Michelle

...and Cindy

What This Book Can Do for You

This instant reference book will help you solve just about any problems you might have with using English correctly and effectively. It will help you locate the answers to many questions of business English usage you face each day, without the bother of last-minute searches through book after book of wordy reference material.

You're busy. Most successful executives juggle 10, 20, or 30 projects at once. But you still have to get things done through people—using the English language.

Yet, look what can happen on the managerial firing line each day:

- You find yourself writing a proposal to a key government official to get a major contract and you're suddenly not sure how to address him or her;
- Your crackerjack secretary, who's an expert at spelling, is out with the flu and you have to send a memo to the chief executive officer. There's one word in the copy that *looks* misspelled, but you're not absolutely sure, and you can't find the dictionary.
- The production division has already begun to convert to metric units, but all your previous correspondence has been in the traditional units. Obviously, you can't ask someone from production to help you convert the old units into new ones.
- The vice president of finance has just asked you to give the committee an overview of your department—at 9 a.m. tomorrow morning. You haven't given more than three presentations in five years, so you need a refresher in good presentation techniques—fast.

This convenient *Complete Handbook of Business English* will help you solve each of these problems *in seconds*. It can help you:

- *Put* punch into your sentences and reports simply, with the right choice of punctuation.
- *Grab* your reader's attention—right from the start!
- *Show* you how to dictate letters and memos without wasting your time.

- *Tell* you, in everyday language, the meaning of business terms, scientific words, foreign phrases, and common word roots to help you quickly determine word meanings without having to resort to a dictionary all the time.
- *Decipher* expressions peculiar to publishing, marketing, real estate, finance, and business law.
- *Make* the parts of speech work *for* you, instead of against you.
- *Know* what the initials of major organizations and associations actually mean.
- *Master* the techniques of leading an effective meeting, with only a few minutes of preparation!
- *Decipher* the meaning of idioms, clichés, and jargon, and guide you toward which words and phrases you can and can't use.
- *Write* powerful reports that will cause people to sit up and take note of your ideas.
- *Guide* you to using charts, facts, figures, and statistics ... in powerful, persuasive ways.
- *Check* any piece of writing and measure its clarity, simplicity, and degree of personal touch.

In short, the *Complete Handbook of Business English* summarizes and organizes nearly every reference related to the use of good English and puts them into a single book for fast and easy access.

For example, you often encounter acronyms for business and governmental organizations, because using acronyms saves time and space. But if you're not familiar with them, they can present a hopeless maze of hidden meanings.

Knowing common abbreviations for military and government organizations is also important as business people seek to work more and more closely with federal, state, and local departments and organizations that use short-cut word references as a way of life. This book locates all the most common abbreviations and acronyms you'll encounter in business—over 3,000 of them—in just one volume.

Important executive directives—letters, memos, notices, reminders, and advisories—are always put into writing. Knowing *how* to put those directives into writing, without having to ask a secretary or subordinate for advice, can be a valuable time-saver. This book will show you how to handle those directives clearly, concisely, and quickly.

Sometimes the mountain of business and technical jargon can cause an executive to waste precious time searching for clarification of a strange word stuck in the middle of a sentence. This time is better spent in other executive duties. The *Complete Handbook of Business English* puts the meaning of jargon and idioms, as well as business, computer, and scientific terms, and even foreign words and phrases, within easy reach.

No matter how articulate you are, from time to time you want to refer to the time-tested principles of good grammar. The *Complete Handbook of Business English* summarizes the basic rules of grammar so concisely that a thorough briefing takes only a few seconds. Spelling, punctuation, pronunciation, and the correct use of each of the parts of speech can be checked easily and quickly for accuracy with this comprehensive guide.

Thus, when a major report, letter, or memo is ready for final typing, you can add the finishing touches to its impressiveness by checking the *Complete Handbook of Business English* to assure that the order of presentation is logical, that you've followed the principles of good business communication, and, as a result, have put your ideas in the most favorable light possible.

When you think about it, isn't the goal of any executive to sell good ideas by putting them in the best light possible?

There are few executive training or management development programs that don't stress the importance of clear, concise communication. And every executive quickly learns that his major job is to get things done—through people.

Too often we forget, however, that it's only through words, written or spoken, that we can accomplish anything.

An executive's memo that shows poor grammar, misspelling, or punctuation errors that muddle the meaning of a sentence, says something devastating about that executive's ability to communicate well enough to get things done effectively.

Unfortunately, few executive training programs can afford the time to review English usage in detail. The exploding technology that must be learned and reviewed in a bewildering variety of fields each year by anyone in a managerial position is staggering. What's needed is a one-volume reference of English usage that can stand alongside a dictionary as a companion communications tool—the *Complete Handbook of Business English*. The dictionary tells *which* word to use; the *Handbook* tells *how* to use those words and phrases, and *how* to put them together in sentences that move people to action.

Today's executive has no time for intensive study of the rules of English usage such as a pronoun reference or verb agreement. Each day—each hour—decisions must be made, communicated quickly and efficiently, and, most of all, effectively. This single volume contains the most important tools of English usage, listed in the briefest possible way. It invites a warm welcome into the executive suite.

William Repp

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