

The AMA handbook of business letters

Seglin, Jeffrey L., author

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Abstrak

Though the fundamentals of letter writing have remained the same, the way we communicate in business is constantly evolving. Whether it's a formal printed letter or an email, the ability to write effective correspondence is essential for success—no matter what the industry. Containing more than 25 percent new material, The AMA Handbook of Business Letters provides readers with over 370 customizable model letters, divided into categories reflecting various aspects of business, including: • Sales, marketing, and public relations • Customer service • Human resources • Credit and collection • Letters to vendors and suppliers • Confirmations, requests, and replies • Permissions • And many more In addition, the book provides readers with a refresher course in the letter-writing basics, and helpful appendices listing common mistakes in grammar, word usage, and punctuation. Comprehensive—and now extensively updated—this invaluable resource provides professionals with an adaptable template for every conceivable business correspondence need.;;