

Sample Persuasive Business Letter

Persuasive Business Writing Basic Business Communication Tricky Business Letters Business Communication Pragmatic Approach to Corporate Communication Writing Workshop Writing Business Letters and Reports How to Write Business Letters Effective Business Letters Greenwood's Business Letter Phrases and Paragraphs Tricky Business Letters Business Communication Practical Business Letter Problems Effective Business Correspondence Persuasive Business Writing Effective Business English as Applied to Business Letters and Reports Business Communication for the Computer Age How to Teach Business Correspondence Management Communication Journal of the Michigan Schoolmasters' Club Patrick Forsyth G. Wainwright Marty Brounstein Dr Ananta Geetey Uppal Teacher Created Resources Carmella E. Mansfield Walter Kay Smart Edward Hall Gardner William John Greenwood Gordon Ray Wainwright Arthur Henry Bell William H. Butterfield Joel P. Bowman Mary Cross Alta Gwinn Saunders Martha H. Rader Nathaniel Waring Barnes Arthur H. Bell Michigan Schoolmasters' Club

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this is a guide to how to achieve your objectives and raise your profile through effective business writing

how often have you wished that you could write a succinct response to a letter from an angry customer or a supplier who can't meet your standards or price give yourself the power to become a persuasive imaginative writer who can deal with angry customers or complaining staff or even with the press if they publish a misleading report

whether you are already working in a business setting or starting out on a new career path writing and speaking effectively are crucial skills for today's competitive technology driven business world using clear everyday language business communication presents techniques and strategies for becoming a more confident and more capable business communicator business communication uses a focused modular format with a variety of built in learning resources to help you focus your studies and learn at your own pace

this book is perfect for busy teachers who want a comprehensive resource for teaching writing it includes lessons on the different writing genres language use and conventions and the writing process

describes aspects of persuasion tells how to use copywriting techniques in routine business communication and provides specific tips for business letters memos and reports

offers techniques and exercises designed to increase reading speed dramatically and to comprehend and retain important information more easily

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