Business Correspondence

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BUSINESS CORRESPONDENCE

VOLUME I

HOW TO WRITE THE BUSINESS LETTER: _24 chapters on preparing to write the letter and finding the proper viewpoint; how to open the letter, present the proposition convincingly, make an effective close; how to acquire a forceful style and inject originality; how to adapt selling appeal to different prospects and get orders by letter-- proved principles and practical schemes illustrated by extracts from 217 actual letters_

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