



How to Write Better Business Letters (Barron's How to Write Better Business Letters)

Andrea B. Geffner

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Updated to reflect uses of current word processing software and Internet communication, as well as to review standard business correspondence formats, this book instructs on how to write effective examples of every kind of business letter. It presents about 75 model letters in categories that include credit applications, letters of inquiry, orders of goods and services, formal business announcements, letters of recommendation, and sales promotional letters of the type used by direct marketers. This book also features examples of different letter formatting styles. The newly expanded chapter on e-mail correspondence includes discussion of effective presentation of Internet résumés.



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