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Autore	Seglin Jeffrey L. <1956->
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Nota di contenuto	Cover; Contents; Preface to the Fourth Edition; PART I. The Basics; Approaching This Book; Approach of This Book; Chapter 1. Planning the Letter; Researching the Facts; Analyzing the Subject and Reader; Knowing Your Objectives and How to Accomplish Them; Chapter 2. Components of an Effective Letter; Language-Clarity Versus Ambiguity; Tone-Personality; Focus of Attention-The "You Attitude"; Length; Chapter 3. Structure: The Parts of a Letter; Dateline; Reference Line; Personal or Confidential Note; Inside Address; Attention Note; Salutation; Subject Line; Paragraphs; Continuation Sheets Complimentary CloseSignature Block; Identification Line; Enclosure and Attachment Notations; Distribution Notation; Postscript; Chapter 4. Appearance of the Letter; Stationery; Formats; Full Block; Block; Semiblock; Simplified Letter; Official Style; Hanging Indented; Envelopes; Memorandums; Email; Chapter 5. Grammar; Grammar; Wrong Pronouns; Pronouns and Antecedents; Subject and Verb Agreement; Dangling Modifiers; Split Infinitives; Parallel Structure; Punctuation; Capitalization; Spelling; Jargon; Cliches; Wordiness; PART II. The Letters Chapter 6. Sales, Marketing, and Public Relations LettersLetters of

Introduction; Sales Letters; Letter Accompanying Renewal Notice; Letter Announcing a Special Presentation; Letter Expressing Appreciation to Customers; Catalog Letters; Sales Inquiry Response; Appointment Requests; Letters of Interest; Letter to Difficult-to-See Prospect; Letter to Find Decision Maker; Letters Confirming Proposals; Follow-Up Sales Call Letters; Letter to Renew Contact; Letter Welcoming New Client; Letter Asking for Referral; Letter Promoting Special Sale; Letter to Wish Existing Customer Holiday Greetings

Letter to Acknowledge Anniversary of a Sales RelationshipPublic Relations Letters; Chapter 7. Customer Service Letters; Complaint Resolution Letters; Apology Letters; Letter Acknowledging Order; Letters Correcting Wrong Shipment; Product or Service Information Letters; Thank-You Letters to Customers; Letter to Lapsed Customer; Pricing Letters; Change-in-Location Letters; Project Status Letters; Product-Handling Letter; Letters Announcing Personnel Changes; Subscription Response Letters; Letters to Stockholders; Letter Dealing with Unreasonable Customer

Chapter 8. Credit and Collection LettersLetter Requesting Commercial Credit; Credit Information Letters; Letters Announcing Credit Policy Change; Returned-Check Letters; Credit Reference Letters; Letter Denying Credit; Letters Granting Credit; Letter Raising Credit Limit; Letter Clearing Disputed Items; Stop-Payment Letter; Collection Letters; Credit-Suspension Letter; Letter Reinstating Credit; Letters Accepting Partial Payment; Letter Acknowledging Payment; Letter About Deposit Due; Letter to Lender to Renegotiate Payment Terms; Letter from Customer About Billing Error

Chapter 9. Letters to Vendors and Suppliers

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