

1. Record Nr.	UNINA9910789608003321
Autore	Gates Charles.
Titolo	Ancient cities : the archaeology of urban life in the ancient Near East and Egypt, Greece, and Rome / / Charles Gates ; illustrations by Neslihan YAlmaz
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2011
ISBN	1-136-82327-1 1-283-10437-7 9786613104373 1-136-82328-X 0-203-83057-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (505 p.)
Altri autori (Persone)	YAlmazNeslihan
Disciplina	930
Soggetti	Cities and towns, Ancient Urban archaeology - Middle East Urban archaeology - Egypt Urban archaeology - Mediterranean Region Middle East Antiquities Egypt Antiquities Mediterranean Region Antiquities
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Cities of the Near East and the eastern Mediterranean : neolithic, bronze age, and iron age -- pt. 2. Greek cities -- pt. 3. Cities of ancient Italy and the Roman Empire.
Sommario/riassunto	Ancient Cities surveys the cities of the Ancient Near East, Egypt, and the Greek and Roman worlds from the perspectives of archaeology and architectural history, bringing to life the physical world of ancient city dwellers by concentrating on evidence recovered from archaeological excavations. Urban form is the focus: the physical appearance and overall plans of the cities, their architecture and natural topography, and the cultural and historical contexts in which they flourished. Attention is also paid to non-urban features such as religious

2. Record Nr.	UNINA9910791711203321
Autore	Seglin Jeffrey L. <1956->
Titolo	The AMA handbook of business letters [[electronic resource] /] / Jeffrey L. Seglin and Edward Coleman
Pubbl/distr/stampa	New York, : AMACOM, c2012
ISBN	1-283-57596-5 9786613888419 0-8144-2013-3
Edizione	[4th ed.]
Descrizione fisica	1 online resource (497 p.)
Altri autori (Persone)	ColemanEdward <1968->
Disciplina	651.7/5
Soggetti	Commercial correspondence Letter writing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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 Close; Signature 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 Letters  
Letters 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 Relationship  
Public 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 Letters  
Letter 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

### Sommario/riassunto

Why write a business letter from scratch? Updated and expanded, this trusted resource contains ready-to-use correspondence for today's situations.