



Strategic Business Letters and E-mail

By Sheryl Lindsell-Roberts

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Discover how a well-crafted message can make anyone stand out in the crowd. Contains a simple, six-step process for creating messages that get and hold the recipients attention. Chapters include Sales and Marketing with Pizzazz, Successful Job Search and Employment Issues, Customer Relations and Personal Business. Specific chapters on such areas as sales and marketing, customer relations, and personal business offer hundreds of sample letters, memos, and e-mail messages that can be used verbatim or with minimal alteration to fit a particular circumstance. 6 x 9. Global Product Type: Reference Books; Reference Book Type: Self-Help; Subjects: Business Letters; E-Mails; Age Recommendation: N/A.

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Editorial Review

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This excellent resource has as its foundation the fact that businesses stand to lose billions of dollars because of the poor business writing generated within their offices. In a handsomely laid-out format, the author "walks you through" her program for making sure you and yours write business letters (which here include letters, faxes, e-mail messages, and memos) that help put your best business foot forward. Her program encompasses a six-step process, from basic groundwork to proofreading; her approachable style and common sense are evident in her list of 10 reasons letters fail to do the job as well as her specific information on credit-card collection and placing orders. This is a book that is not only easy to comprehend but also easy to adapt to one's own business needs. It is advisable to purchase one copy to circulate and a second copy for librarians' immediate reference use. *Brad Hooper*

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About the Author

SHERYL LINDSELL-ROBERTS runs business-writing and e-mail seminars throughout the country and is the author of twenty-three books, including the popular Strategic Business Letters and E-mail, Mastering Computer Typing, Revised Edition, and 135 Tips for Writing Successful Business Documents.

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