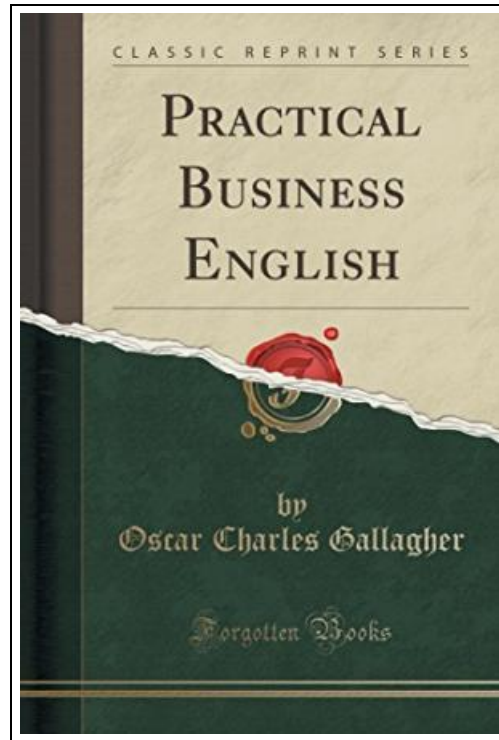


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Practical Business English This book is planned and written for the pupil. It is based upon his experience and developed to fit his needs. Principles are presented clearly and definitely without lengthy, academic discussions. The arrangement and the character of assignments, particularly in the section on Practical Business, direct the pupil's work so that it is definite and progressive. In the first place, assignments under each new topic are given as soon as possible after a brief but comprehensive introduction. This plan closely associates the practical application with the discussion of principles. In the second place, the principles involved in each assignment are so analyzed that the pupil has a definite piece of work before him with specific directions as to how he shall do it. Practice in oral work is emphasized throughout the book. The section on Oral Composition is directly related to business and gives a variety of suggestive topics that have been found interesting to pupils in commercial courses. The discussion of Oral Salesmanship presents actual classroom work. Training in this is a valuable preparation for sales letter writing. Besides these special sections on oral work, oral exercises are provided in connection with the written assignments. The ability to dictate letters is of such importance in business that dictation assignments are connected with many of the exercises in letter writing. Nearly all the exercises in Sales Letters are followed by assignments in oral salesmanship. The book is divided into four parts: Business English, The Business of the School, Grammatical Forms and Sentence Structure, and Practical Business. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find...



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