

Business... **Letter Writing**

**A Diamond Treasury
of best
Correspondence
in Business**



Pulletikurti Eswara Chary

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By :

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SWATHI BOOK HOUSE

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PREFACE

Dr. Johnson has said,

" In a man's letters, his soul lies naked" .

Letters have souls. They can speak. The modern man who is too much enmeshed in the technicalities of life, needs different media for communication with his fellow-beings.

A good letter is like a lively conversation. It renders a great satisfaction to us and yet furnishes a lot of information.

Clarity, simplicity and coherence are some of the qualities of a good letter.

An interesting letter captures the imagination of the reader.

This book will be very useful to the High School and College students, educated youngsters seeking employment and grown-ups in every walk of life, including business men.



MOTIVATIONAL BUSINESS QUOTES

People ask me, how is managing in the New Economy different from managing in the Old Economy ? Actually, it's a lot the same. It's about the financial discipline of the bottom line, understanding your customers, segmenting your customers by their needs and building a world-class management team.

- ◆ **Meg Whitman** : My experience indicates that most people who've accumulated a great deal of wealth haven't had that as their goal at all. Wealth is only a by-product, not the original motivation.
- ◆ **Michael Milken** : I believe in the Golden Rule - The Man with the Gold. rules.
- ◆ **Mr. T** : I do think the patriotic thing to do is to critique my country. How else do you make a country better but by pointing out its flaws ?
- ◆ **Bill Maher** : Being able to touch so many people through my businesses and make money while doing it, is a huge blessing.
- ◆ **Magic Johnson** : Sometimes I wonder whether the world is being run by smart people who are putting us on or by imbeciles who really mean it.
- ◆ **Mark Twain** : The trick is in what one emphasizes. We either make ourselves miserable or we make ourselves strong. The amount of work is the same.
- ◆ **Carlos Castaneda** : Surviving a failure gives you more self-confidence. Failures are great learning tools but they must be kept to a minimum.

- ◆ **Jeffrey Immelt** : Luxury goods are the only area in which it is possible to make luxury margins.
- ◆ **Bernard Amault** : In the early days, I didn't have the money to pay decent salaries. so I didn't get good people. I got nice people, but I didn't get good employees.
- ◆ **Louise Hay** : Whatever the mind of man can conceive and believe, it can achieve. Thoughts are things! And powerful things at that, when mixed with definiteness of purpose and burning desire, can be translated into riches.
- ◆ **Napoleon Hill** : In the end, the customer doesn't know, or care, if you are small or large as an organisation. she or he only focuses on the garment hanging on the rail in the store.
- ◆ **Giorgio Armani** : It is a waste of time to be angry about my disability. One has to get on with life and I haven't done badly. People won't have time for you if you are always angry or complaining.
- ◆ **Stephen Hawking** : When two opposite points of view are expressed with equal intensity, the truth does not necessarily lie exactly halfway between them. It is possible for one side to be simply wrong.
- ◆ **Richard Dawkins** : I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character.
- ◆ **Matin Luther King Jr.** : One hundred years from now, I expect the Tatas to be much bigger than it is now. More importantly. I hope the Group comes to be regarded as being the best in India, best in the manner in which we operate, best in the products we deliver and best in our value systems and ethics.

- ◆ **Ratan Tata** : The expert in battle seeks his victory from strategic advantage and does not demand it from his men.
- ◆ **Sun Tzu** : It is not the strongest of the species that survive, nor the most intelligent, but the one most responsible to change.
- ◆ **Charles Darwin** : I learned that courage was not the absence of fear, but the triumph over it. The brave man is not he who does not feel afraid, but he who conquers that fear.
- ◆ **Nelson Mandela** : They underestimated me.
- ◆ **Bushism** : Imagine if we succeed in inspiring our audiences to reduce their own impacts on climate change by just one percent. That would be like turning the State of California off for almost two months.
- ◆ **Rupert Murdoch** : The world is more malleable than you think and it's waiting for you to hammer it into shape.
- ◆ **Bono** : Most people treat the present moment as if it were an obstacle that they need to overcome. Since the present moment is Life itself, it is an insane way to live.
- ◆ **Eckhart Tolle** : Winning is not a sometime thing. It's an all time thing. You don't win once in a while, you don't do things right once in a while, you do them right all the time. Winning is habit. Unfortunately, so is losing.
- ◆ **Vince Lombardi** : Sometimes you just got to give yourself what you wish someone else would give you.
- ◆ **Dr Phil** : If a working class Englishman saw a bloke drive past in a Rolls-Royce, he'd say to himself "Come the social revolution and we'll take that away from you, mate". Whereas if this American counterpart saw a bloke drive past in a Cadillac he'd say "One day I'm going to own one of those". To my way of thinking the first attitude is wrong. The latter is right.

- ◆ **Kerry Packer** : In all realms of life it takes courage to stretch your limits, express your power and fulfill your potential. It's no different in the financial realm.
- ◆ **Suze Ormain** : Everyone experiences tough times, it is a measure of your determination and dedication how you deal with them and how you can come through them.
- ◆ **Lakshmi Mittal** : People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps.
- ◆ **Mary Kay Ash** : We don't have as many managers as we should, but we would rather have too few than too many.
- ◆ **Larry Page** : We provide food that customers love, day after day after day. people just want more of it.
- ◆ **Ray Kroc** : It's tangible, it's solid, it's beautiful. It's artistic, from my standpoint and I just love real estate.



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(from the desk of Mukesh Raj)

1. Important points in Writing Letters.

1. Write in a natural way. It should be like a face – to – face talk.
2. To the close acquaintances, write in a much familiar way.
But not others.
3. All the letters must be started in a suitable manner.
4. Use correct punctuation marks.
5. Correct spellings should be used.
6. Write in an intelligible way.
7. It should not be too lengthy, nor too short.
8. The requirements of a letter must be kept in mind.
9. Very simple and clear style should be used.
10. The business letters should be short, concise and to the point
11. Official letters should be written in a formal dignified manner.
12. Avoid writing illegibly. Don't be careless while writing.
13. Plentitude of space should be left by way of margin.
14. Don't write an apostrophe (') with yours.

Write yours faithfully,

 Yours sincerely,

 Yours affectionately

Never Write like these

[Your's or your's]

2. Parts of a specimen letter.

Headings,
(Place)
Date :

Addressee's Address :

M/s..... & Co.,

.....

Salutation

(Dear Sir)

Body of the letter

.....
.....
.....

Subscription
(Yours faithfully)

Sd/-
(Name and Signature)

Subscription or
address :

Mr.
.....
.....



3. Types of Letters

For the sake of convenience, we may divide letters into the following types.

1. Private letters :

These letters are written to friends, relatives and other near acquaintances.

These are including all the various types of letters pertaining to condolences, invitations congratulations, requests and recommendations.

2. Business Letters :

These letters belong to the business affairs (i.e.) ordering of goods, seeking information or acknowledging receipt of articles in general.

3. Official Letters :

These letters may belong to the Government departments, public bodies or other public enterprises.

The letters of complaints or informative material including applications for posts and other similar letters come under this category.

4. Petitions, applications and memorials fall under this type.

4. Parts of a Letter.

1. The Heading :

The writer is required to write down his own address along with the date, month and the year at the right-hand corner; such as

41-27-64,
Kotha Machine Road,
Krishnalanka
Vijayawada - 13,
July 14, 2009.

Note :

The date should be written in one of the following types.

- i) July 14, 2009.
- ii) July the 14th, 2009.
- iii) 14th July, 2009.
- iv) 14-7-2009.

2. Salutation (or) Greetings :

This will be in accordance with the relation that the writer bears to the addressee.

To the Member of a family :

a. For those that are older than the writer :

- i) My dear Father,
 - ii) My dear Mother,
 - iii) My dear Brother,
-

- iv) My dear Sister,
- v) My dear Uncle,
- vi) My dear Aunt,
- vii) My dear Grand father,
- viii) My dear Grand Mother,

Note : The above relations must be written in capital letters.
Keep a comma after the word.

b. For the relation younger than the writer :

- i) My dear Ramu,
- ii) My dear Daughter,
- iii) My dear Rajitha,
- iv) My dear Jagadish,

c. To the friends & acquaintance

- i) Dear Miss Nirmala,
- ii) Dear Mr. Kamal,
- iii) Dear Mr. Peter,
- iv) Dear Mrs. Francis,

d. To the Editors of the Newspapers or the Business people,
Write :

Gentlemen, Sir or Dear Sir.

Note :

Please note this point that the salutation is to be written at the left hand side before starting the subject matter of the letter and it should be at a lower level than the address and the date.

End of Preview.

Rest of the book can be read @

<http://kinige.com/book/Business+Letter+Writing>

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