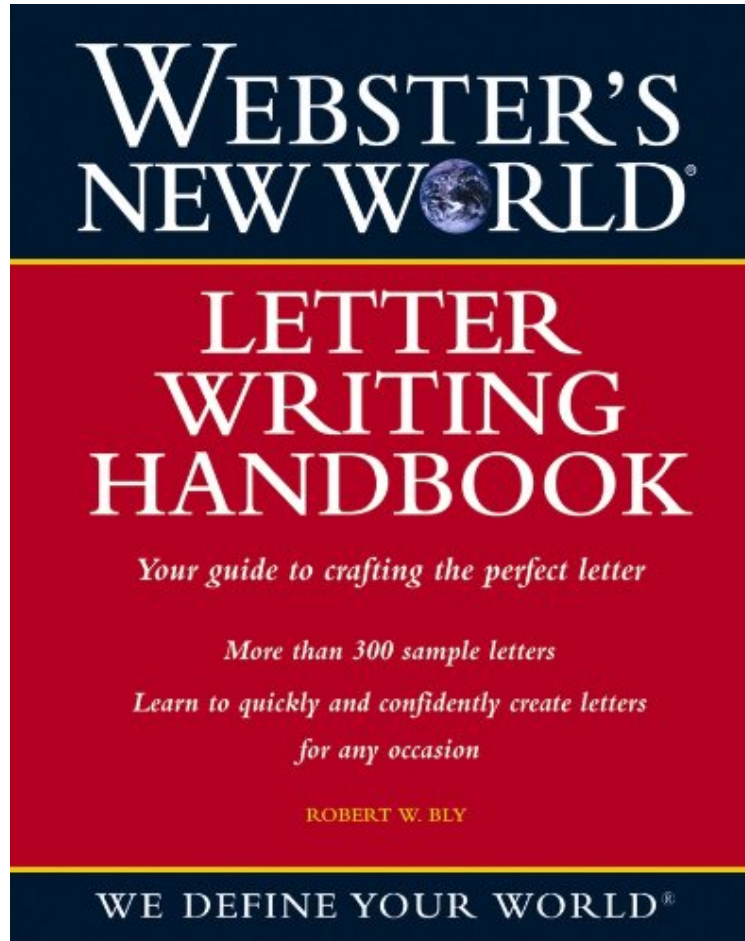


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## Webster's New World Letter Writing Handbook

*Robert Bly*

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Expert tips and 300 sample letters make business and personal correspondence a snap. When trying to close a sale, answer a complaint, or offer thanks, a well-crafted letter can make all the difference. Packed with practical advice and 300 easy-to-adapt sample letters, this all-purpose guide shows readers how to write letters that get results -at work and at home. Covering the nuts-and-bolts of letter writing as well as the secrets of high-impact prose, the book delivers proven recipes for attention-grabbing introductions, persuasive arguments, memorable phrases, and closing clinchers. Best of all, it offers guidance on business and personal letters for every circumstance, from job hunting, selling, fundraising, and asking favors to giving a reprimand, responding to criticism, expressing sympathy, and declining gracefully. It's the only reference anyone will ever need to write the perfect letter, whatever the occasion.

From the Back Cover The right letter can make all the difference. Whether you're trying to get a better job, communicate business information with clarity, or just say thanks to an old friend, great letters leave a lasting impression. But drafting every letter from scratch takes time; that's why there's the Webster's New World Letter Writing Handbook. It covers all the essentials of effective letter writing, offers more than 300 customizable real-world examples, and includes proven advice on: Grabbing your reader's attention Stating your case effectively Swaying your reader's opinion Closing with a clincher Getting the response you want The Webster's New World Letter Writing Handbook covers far more than just cover letters and thank-you notes; you'll find unbeatable examples and world-class advice for crafting every kind of letter: congratulations; apologies; expressions of sympathy; fundraising; requests for favors; requests for information; job search; selling; complaints and responses to complaints; feedback; reprimands; refusals; bill collections; and more! About the Author ROBERT W. BLY is the Director of the Center for Technical Communication, a consulting firm that specializes in business communication and marketing. He has been a copywriter and consultant for more than twenty years, and is the author of more than forty-five books.