



EFFECTIVE BUSINESS WRITING

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PREFACE

This textbook is specifically designed for EN311: English for Business Purposes I and EN312: English for Business Purposes II, for regular program students at Bangkok University. In organizing the textbook I have three main objectives:

1. To provide students with explanations of rules and formats that help to explain different types of business correspondence.
2. To offer numerous examples of business correspondence and useful language together with expressions for students to apply and use in their own writing.
3. To help the students plan, arrange, and write business correspondence through various practical exercises, found at the end of every chapter.

The textbook contains fourteen chapters. All chapters provide guidelines and examples as well as practice exercises correlated with the material in that particular chapter:

Chapter One, Business Writing: The Basics, discusses important general points relating to writing business correspondence. Guidelines and examples are provided throughout.

Chapter Two, Letter Parts and Formats, discusses letter parts, formats and addressing the envelope. It also provides guidelines and numerous examples of business letter writing.

Chapter Three, Resume, reviews essential features of a resume, its parts, and formatting. A list of action verbs and examples, used in a resume, are also given. All of these should enable students to prepare a good resume.

Chapter Four, Application Letter, introduces application letter parts, formatting, organization, and filling out an application form. Guidelines, examples, useful language and expressions as well as language notes for preparing an effective application letter are also provided.

Chapter Five, Inquiry and Request Letters, discusses inquiry and request letters. Guidelines, examples, useful language and expressions as well as language notes are also provided.

Chapter Six, Replies to Inquires and Requests, discusses, replies to inquiry and request letters. Guidelines, examples, useful language and expressions as well as language notes are also provided.

Chapter Seven, Order Letters, provides students with guidelines, examples, useful language and expressions as well as language notes are also provided.

Chapter Eight, Order Acknowledgements, provides students with guidelines, examples, useful language and expressions as well as language notes.

Chapter Nine, Claim Letters, provides suggestions for writing effective claim letters, along with guidelines, examples, useful language and expressions as well as language notes.

Chapter Ten, Claim Adjustments, provides suggestions for writing effective claim adjustment letters, along with guidelines, examples, useful language and expressions as well as language notes.

Chapter Eleven, Social Business Letters, discusses four different kinds of social business letters: letters of congratulations, letters of personal concern, thank-you letters and invitation letters. Guidelines, examples, useful language and expressions as well as language notes are also provided throughout.

Chapter Twelve, Memos, reviews memo format and parts. It also offers guidelines, examples as well as useful language and expressions for writing memos effectively.

Chapter Thirteen, Emails, discusses email parts, formatting, formal and informal emails. Guidelines, examples as well as useful language and expressions are also provided.

Chapter Fourteen, Meeting Correspondence, discusses the correspondence that deals with meetings. It includes meeting notices, agenda, and minutes. Guidelines, examples and a glossary of terms used in meetings are provided.

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