

RASA ŠEMIOTIENĖ

**A Compendium
of Business Letter Writing**

**Kaip rašyti dalykinius
laiškus**

**Kaunas
2013**

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INTRODUCTION TO THE LEARNER

Writing skills are often the most difficult skills for students of English as a foreign language to acquire. Alongside general writing proficiency, **letter writing**, as an activity, requires special knowledge and competence when learning to write letters appropriately and seeking successful communication results in the modern world. Many executives still prefer a written document, i.e. a letter, to other forms of communication because the document can serve as a contract, the facts will be on record, and there will be no need to rely on memory.

GROUPS OF LETTERS

Letters are generally classified into *business* letters and *private* or social letters.

Business correspondence is divided:

- formal business letters;
- semi-formal or personal business letters;
- informal business letters.

PARTS OF THE LETTER

A well-composed letter, like a good composition in English, usually has three basic components:

a) **the introductory paragraph – the opening**

indicates what the letter is about, states the reason of writing, expresses the writer's thanks, etc.

b) **the main paragraph – the body**

introduces the idea of the message,

c) **the final paragraph – *the close***

explains what information or action you expect from your correspondent.

REQUIREMENTS FOR THE LETTER

Regardless the type of letter, it should be kept in mind that a letter should contain

the five Cs.

It must be:

1.	Clear	the information should be laid out clearly, precisely, and plainly
2.	Complete	ideas are ended
3.	Concise	brief and exact or <i>lapidary</i>
4.	Courteous	polite in all cases and friendly
5.	Correct	without any mistakes

When writing a letter, it is a good idea to make a list of the things you want to say, and to make sure they are in the right order and conform to the 5 Cs.

LETTER STYLES

There are many ways to put a letter on paper. Our main consideration in the book will be given to business letters.

Formal correspondence is carried out by keeping to one of the following business writing styles:

- I. FULL BLOCK STYLE.
- II. STANDARD BLOCK STYLE.
- III. SEMI-BLOCK STYLE.
- IV. INDENTED STYLE.
- V. ADMINISTRATIVE MANAGEMENT SOCIETY STYLE (AMS).

- I. **Full block** style is the one used most frequently. Here the writer puts all the properties in fixed blocks and keeps in alignment to the left margin. No indented lines are used. A new idea is separated by a bigger space than the one applied between the lines (e.g. if the space between the lines is single, the space between paragraphs or new ideas should be doubled).
- II. **Standard block** style differs from the previous one in the different layout of *the date*, *the closing salutation*, and *the signature block*, which are typed to the right of the letterhead.
- III. **Semi-block** style displays differences in writing of *the date*, *the closing salutation*, and *the signature block*, which are put in the middle of the letterhead. A new paragraph is drawn from the left margin by one tab stop.
- IV. **Indented** or *sloping* style is similar to the semi-block style, only that here each line of *the inside address*, *the closing salutation*, and *the signature block* should be started a little further to the right than the previous one, so that the left-hand side of the blocks slopes down from left to right.
- V. **AMS** style presents the abbreviated **full block** style. *The opening salutation*, *the closing salutation*, and *the company name* in *the signature block* are omitted. This style is appropriate for outgoing reference papers or reports.

REMEMBER: no contractions and word transfers are used in formal letters!

THE LAYOUT OF A BUSINESS LETTER

Business communication is realised with the help of formal or semi-formal letters. A business letter must be laid out in a strict order.

Below you may see a generally accepted format:

Sender's address or letterhead,
Telephone No., Fax No., email
address, web address

1

Reference line

2

Date

3

Reader's inside address

4

Attention line

5

Opening salutation

6

Subject line (if necessary)

7

The body of the letter
(three paragraphs)

8

Closing salutation

9

Signature

10

Name and title

11

Position

12

Enclosure(s)

13

Carbon copy

14

1. **Letterhead** section may be placed on either side of the sheet or in the centre but usually - at the top of the letter - as it is a fixed letterform of the company. If you write Sender's address, it should be put on the left-hand side of the sheet (*full-block style*).
2. **References** stand for the initials of the person, firstly, who dictated and, secondly, the one who typed the letter, or the number of the file or document, so that the letter could be easily identified.
3. **Date** line may be written in different ways. However, to be understood properly, use the full or abbreviated word for month, not figure. For example,

14 October 2007

14 Oct. 2007

October 14, 2007

Oct. 14th, 2007.

4. **Reader's address** includes the full address of the recipient with the name (title) and position of the reader. Be careful to address the recipient exactly as he or she signs his or her letters.
5. **Attention line** is written two spaces below the reader's address - if you want to address a particular person besides the recipient indicated in the inside address - and should be underlined (e.g. Attention: Mr A.J.Miles), sometimes it is abbreviated: Att: Ms Joan Brown.
6. **Opening salutation** differs depending on whether you know the recipient or not. When you are writing for the first time and maybe hardly know the person you need by his or her last name, you may point out the department or the addressee's position at the company in the inside address. You may start with *Dear Sir or Madam* (as well as *Dear Sir* – if you are sure it is a man in office – or *Dear Madam* – if it is a woman, or *Dear Messrs/Dear Sirs* – if there are several male recipients functioning on the equal level of hierarchy). Otherwise, when you indicate the person by name in the reader's address (e.g. Mr/ Mrs/ Miss/ Ms A.J.Bogaard), you should salute *Dear Mr/ Mrs/ Miss/ Ms Bogaard/*; however, *Dear Sir* or *Dear Madam* salutation is also possible.
7. **Subject line** refers to the main idea of the message or the document in question. It is written in the middle of the sheet of paper just one line below (sometimes above) the open salutation and the words Subject: or Regarding: (Re :) should be underlined.

8. **Body of the letter** (*Communication*) usually consists of three main paragraphs or more, each paragraph dealing with one point and one point only, and the **5 C's** should be followed!

9. **Closing salutation** (or *Complimentary close*) is customary for a letter. Most commonly used phrases are:

Yours truly,
Yours faithfully,
Respectfully yours
Very truly yours,
Faithfully,

} - in formal correspondence, when you do not know the person's name.

Yours sincerely,
Sincerely yours,
Sincerely,

} - in formal correspondence, when you know the person by name.

Cordially yours,
Yours,
Kind regards,
With best wishes,
Sincerely,

} - in semi-formal and informal correspondence.

REMEMBER: Punctuation rule: if you use a **comma** after the opening salutation, put it after the closing salutation, too; if you do not use a comma after the salutation, don't write it after the farewell phrase as well.

10. **Signature** is written by hand by the sender of a letter and must be clear and legible. When the letter is signed on behalf of another person, it should have the following abbreviation on the **Name's** line: *p.p.* = per pro (*on behalf of* in Latin). For instance, *p.p. J.B.Swift.*

11. **Name and title** are put down beneath the signature. Titles and scientific degrees are placed after the surname: *Mrs R. S. Bennet, assistant professor; Mr H. Smith, B.A.* (Bachelor of Arts). The titles *Dr., Prof., Rev., Hon.*(the Honorable - for congressmen,

governors, ambassadors, judges, heads of the government) are placed before the names : *Prof. Samuel Brown*.

12. **Position** means the title of the professional occupation of the author of the letter:
Chief Accountant, Managing Director, Advertising Manager, etc.
13. **Enclosure(s)** line – abbreviated ***Encl(s):*** or ***Enc(s):*** – is written when something is enclosed with the letter – a notice, a bill, a CV, and the like; the item enclosed should be mentioned specifically (*e.g. Enc: Invoice – 1 page*).
14. **Carbon Copy – CC:** - circular correspondence, i.e. corresponding letters were dispatched to other recipients as well.

TYPES OF BUSINESS LETTERS

There are numerous types of formal letters. Most often companies use the following: INQUIRIES; REPLIES to INQUIRIES; SALES LETTERS; ORDERS; ORDER CONFIRMATIONS; ORDER ACKNOWLEDGEMENTS; INVOICES and ACCOUNTS; COLLECTION LETTERS/REMINDERS; COMPLAINTS and CLAIMS; ADJUSTMENTS (Apology Letters); STATUS INQUIRIES; LETTERS of CREDIT, MEMORANDUMS, etc.

Semi-formal letters are of a semi-private nature. Quite often, the writer knows the reader and may therefore behave familiarly by using less official phrases. This may be represented by:

LETTERS of APPLICATION; MOTIVATION LETTERS (together with a CV); TESTIMONIALS; CONGRATULATIONS; CONDOLENCES; INVITATIONS; HOTEL and TRAVEL BOOKINGS; ‘THANK YOU’ LETTERS, etc.

Informal letters embrace letters of personal character and may also include apologies, condolences, congratulations, invitations, ‘thank you’ or ‘bread and butter’ letters, etc. as well as business matters. The language used in informal letters is much closer to spoken English than the language used in formal letters (the inside address is omitted,

the letter is started and signed with the first names, contractions and short, direct phrases are used.)

Finally, several hints on effective letter writing:

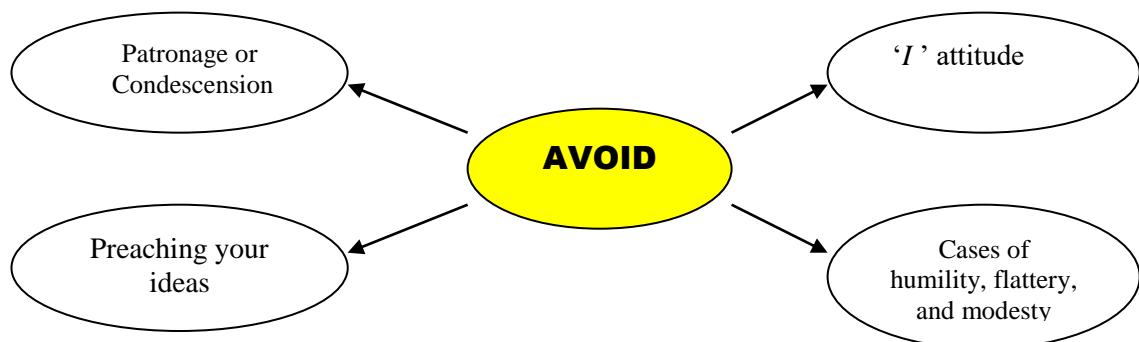
1. Show **Empathy** – care about the reader's feelings or ideas. A well-written business letter will convey the feeling that the writer is genuinely interested in working together to solve a problem or discuss a concept. Put yourself in the reader's shoes and try to anticipate his reaction to your comments!

2. For an efficient business letter, stick to the following principles of **Persuasion**:

- * Plan according to the reader's reaction;
- * Write with the 'you' attitude emphasizing the benefits to the reader and subordinate your interests (use 'you' and 'your' often);
- * adjust the language to the reader's frame of perception, use common familiar phrases;
- * Write positively and with confidence.

3. Frequently, it is not as important *what* you say in your letter, but *how* you say it. It is a good idea to consider your **Tone** not to upset the reader and receive the maximum result from your requests and comments.

Use the following techniques to avoid making mistakes with tone:



4. It is important to understand the **Service Perspective**. A businessperson, who uses a service attitude in letters beyond purely profit objectives, shows his concern towards the reader's needs and deserves appreciation on the side of the recipient.



FORMAL LETTER WRITING

INQUIRIES

These letters are sent when you want to get more information that is detailed on a product, service or its sale after you have received some initial information about it.

Sample Letter 1.

WIRELESS ACCESSORIES

Building 2-A, Floor 3
Walland Industrial Park
Walland, TN 3658

April 14, 20—

Mr. Lester Freed
Metia Mobile Technology
Michelin House
65 Fulham Road
London, SW3 6RD
United Kingdom

Dear Mr. Freed:

I read in the April issue of the trade journal, *Cellular Today*, about your new cell phone, the Metia 9444. As we are the major distributor of wireless accessories on the Internet, the 9444 is of great interest to us.

We would be interested in selling the batteries, charges, speakers, and other accessories that accompany the 9444.

Would you please send to my attention the accessories that will accompany the 9444 and the proposed list prices? I would appreciate the opportunity to meet with a sales representative to discuss volume discounts.

I look forward to hearing from you at your earliest convenience.

Sincerely yours,

Marian Stone

Marian Stone
Product Manager

Sample Letter 2.

DESIGN 80

Piazza Della Repubblica, 17
20124 Milano

Italy

Tel: (02) 777023 Fax: (02) 777024

October 23, 20-

Mrs. Dorris Knockaert
Memphis Design
Tulpplein 4
1018 GX Amsterdam
Netherlands

Dear Mrs. Knockaert,

I received your spring catalog and was pleased to see you are again making your line of Memphis furniture. As you know, our furniture store is known in Europe as the biggest distributor of original Memphis designs.

We would like to carry your new line of Memphis furniture, but we do not want to confuse our customers. Many of them will only buy the 'original Memphis' from the 1980s. Is the date of manufacture noted on the furniture? If not, would it be possible to do so?

Your catalog does not make any reference to custom orders. Our customers often want specific colors of fabric and wood. Is it possible to custom order these?

I would appreciate hearing from you at your earliest convenience and look forward to continued good relations with Memphis Design.

Sincerely,

R. Caracciolo

R.Caracciolo
Senior Partner

REPLIES TO INQUIRIES

Short letters enclosing the required catalogues and price-lists, brochures, other promotional materials are sent to the inquirer.

Sample Letter 3.

Metia Mobile Technology

Michelin House
65 Fulham Road
London, SW3 6RD
United Kingdom

25 April 20-

Mrs Marian Stone
Wireless Accessories
Building 2-A, Floor 3
Walland Industrial Park
Walland, TN 3658

Dear Mrs Stone

Thank you for your inquiry about our new cell phone, The Metia 9444. As you requested, I am sending under separate cover our accessory catalog. I am also sending the price list.

You will be hearing from our U.S. sales manager, Marcia Hansen, to discuss volume discounts and any other concerns you have. She will be sending you a video of our latest television commercials, which you might find interesting.

We look forward to working with Wireless Accessories and appreciate the opportunity to be of service.

Again, thank you for your inquiry.

Sincerely yours

Lester Freed

Lester Freed
Product Information Specialist

Sample Letter 4.

Memphis Design

Tulpplein 4 1018 GX Amsterdam
Netherlands

October 31, 20-

Mr. Roberto Caracciolo
Design 80
Piazza Della Repubblica, 17
20124 Milano
Italy

Dear Mr. Caracciolo,

Thank you for your letter of October 23. We, too, are excited about our line of Memphis furniture reproductions.

I am pleased to tell you that all reproductions are labeled and cannot be confused with the original Memphis furniture we produced in the 1980s. In addition, each reproduction is stamped with the date it was produced.

I am sorry that we cannot fulfill your request for custom orders of fabric or wood at this time. Perhaps we will do this in the future. Our Roma line of fine furniture can be custom-made. A Roma catalog will be sent to you under separate cover.

If you have any further questions, please do not hesitate to contact me directly.

Once again, thank you for your inquiry.

Sincerely,

Dorris Knockaert

Dorris Knockaert
President, Memphis Design

SALES LETTERS

These are mainly advertising samples, often used when the seller wants to introduce a new article, to offer a special reduction or to promote sales.

Sample Letter 5.



6-13-9 Hongo
Bunkyo- ku
Tokyo 191
Japan

June 13, 20-

Sedder, Kao and Tang, Ltd.
Henderson Centre
22 Wenjin Street
Beijing 100005
People's Republic of China

Dear Sir or Madam

Our company is the largest seller of digital cameras in the Asian Region. You can learn more about us at our Web site, <http://www.bozeman.com>. I enclose a copy of our latest catalogue and price-list.

May I draw your attention to our new range of digital cameras, in particular the XL -Lite samples illustrated on page 51.

We are offering a special discount of 5 percent on all orders received before 1 July. Please use the special order form at the back of the catalogue and deduct 5% from the prices on your list.

We hope that you will be pleased with the catalogue and look forward to receiving your order.

Yours faithfully

Josuko Hu

Josuko Hu
Sales Department Adviser

Encl: 2

Sample Letter 6.

The National Wool Textile Export Corporation

Registered Office:
Lloyds Bank Chambers
43 Hustler Gate
Bradford BD1 1PE England
Tel: (0274) 72568854

6 August 20-

Chief Executive
Brown & Smith Ltd.
1304 Sherman Ave.
Madison, Wisconsin
USA

Dear Sir:

We have pleasure in enclosing a copy of our latest publication, which gives detailed information on the availability of the products from British suppliers.

Since their first appearance in 1976, these twice-yearly brochures have become a regular part of our industry's export promotion effort and enjoy a wide and still growing acceptance throughout the world. We trust that you will find this latest publication as useful as its predecessors will and that it will be of assistance to you in meeting your product requirements.

If you have any queries on particular items, please contact us and we will be glad to supply additional information.

We are looking forward to your letter or an order, which could assist in making your business even more profitable in the future.

Faithfully yours,

Lorinda Fisher

Lorinda Fisher
Overseas Sales Manager

Enc:1

ORDERS

These letters are usually based on a received quotation or on a catalogue. They are short, accurate, detailed, and usually written on a printed order form.

Sample Letter 7.



Guangzhou Exports
No.6 Shamian South Street
Guangzhou 510133
Phone: (86 20) 8120 5633
Fax: (86 20) 8120 5634

Your ref: CS/th
Our ref: MY/vc

18 May 20-

Ms Carmen Santana
Go Manufacturing
Western Industrial Zone
Guangzhou 511356

Dear Ms Santana

I am enclosing Purchase Order A-52 for the following office supplies:

10 boxes of printer paper
5 boxes of #10 envelopes.

We would like these items delivered no later than Monday afternoon.
Delivery instructions are on the enclosed purchase order.

As usual, please apply the total of this order against our credit line. We will pay the balance at the end of the month when you submit an invoice.

If you have any questions concerning our order, please do not hesitate to contact me.

Sincerely yours

Matsuo Yukiko

Matsuo Yukiko
Purchasing Supervisor

Enc: Order form (1 page)

Sample Letter 8.

CellFirst, Inc.

10 Harbor Place Baltimore, Maryland 21220

Tel: (443) 555-5599
Fax: (443) 555-5598
www.cellfirst.com

February 28, 20-

Jan Turner
Arrowhead East Conference Center
412 Bellevue Lane
Annapolis, MD 21401

Dear Ms. Turner

In our telephone conversation yesterday, we discussed plans to conduct our training seminar at your conference center. I would like to confirm those plans.

The dates of the seminar are April 15th and 16th. The hours are 1:00 P.M. to 6:00 P.M. on the 15th and 9:00 A.M. to 3:00 P.M. on the 16th. 80 (eighty) people will be attending. We will need a total of four rooms: one large room and three smaller break-out rooms.

As we discussed, we will need a microphone and speakers in the large room as well as a computer projection system. In each break-out room, we will need five tables, and a monitor and VCR.

On April 16th, we will have a catered lunch. I would appreciate your faxing me the menu choices as soon as possible.

I would also appreciate receiving the projected costs for our two-day meeting. Could you fax or e-mail me your cost projections by March 5th? I will give you final confirmation of our reservation by close-of-business on the 5th.

I want to thank you for your help in planning our seminar. I look forward to meeting you next week when I come to look over your facilities.

Best wishes

Curt Bronx

Curt Bronx
Special Projects Officer
CB/ls

Here is a model Order form:

PURCHASE ORDER A-52

<u>Item/ Article/Component</u>	<u>Quantity (boxes)/(units)</u>	<u>Price (per box/unit)</u>	<u>Cost</u>	<u>Cost less 10% discount</u>
printer paper	10	\$100	\$1,000	\$900
#10 envelopes	5	\$20	\$100	\$90
TOTAL	15		\$1,100	\$990
<u>Deliver to:</u> Mr. Matsuo Yukiko Purchasing Department Guangzhou Exports Address on file		<u>Send invoice to:</u> Ms Marcia Chung Accounting Department Guangzhou Exports Address on file		
<u>Delivery time:</u> 23 May latest		<u>Terms of payment:</u> 10% monthly		
<u>Carriage:</u> truck Final shipping instructions will follow.		<u>Invoice:</u> triplicate		

When requesting a service, it is good to make a list or fill out a form or *a log* to outline the needs:

PLANNING LOG

Company:	CellFirst, Inc.	Audiovisual needs:	
Contact person:	Curt Bronx	<u>System</u>	<u>Number</u>
E-mail address:	cbronx@cellfirst.com	Computer projection system	1
Phone number:	(443) 555-5599	Microphone/speakers	1
Dates: arrival	April 15	Slide projector	0
departure	April 16	Tape recorder	0
Number of people: 80		Monitor/VCR	1
Number of rooms: large 1	Catering:		
small 3	<u>Meal</u>	<u>Date/Number of people</u>	
Furniture:	tables	Breakfast	none
	large room 0	Lunch	April 16; 80
	small room 5	Dinner	none
	chairs 80	Coffee breaks	April 15 & 16; 80

ORDER CONFIRMATIONS

Here the buyer of the goods or services confirms the order he enclosed in the preceding letter of his.

ORDER ACKNOWLEDGEMENTS

These letters witness the acceptance of orders and are provided by the supplier of the goods or services, i.e. the seller. He informs the buyer that he has received the order and that he agrees to deliver the ordered goods or provide the required services. He might also inform about the shipping date and other particulars of the delivery.

Sample Letter 9.

 **Component Outsource Ltd**
340 Orchard Road
Singapore 238884
Phone: (65) 744 58 04
Fax: (65) 744 58 06

September 5, 20-

Mr. Nicholas Hardy
Dalway Computers
JI. Barito II, No. 48
Kby baru
Jakarta 11001, Indonesia

Re: Purchase Order 113512 of August 15

Dear Mr. Hardy

We received your Purchase Order 113512. We are pleased to supply the components you requested on the dates specified, with the exception noted below.

As we discussed in our phone call this morning, the chip set Intex 440SX is not in stock at the moment.

We will back order this item and will ship it on October 1.

If I can be of further assistance, please do not hesitate to call. Your business is very important to us, and we look forward to serving you in the future.

Sincerely yours

Kay Wilson

Kay Wilson
Product Manager

Sample Letter 10.

Arrowhead East Conference Center
412 Bellevue Lane, Annapolis, MD 21401

18 June 20-

Mr. Karl Foster
E-Z Network Communications
23232 Greens Lane
Reston, VA 22086

Dear Mr. Foster,

Subject: Your Order No.24-456

We are pleased that you have selected our Center to host your summer training seminar. This letter will confirm our understanding of our telephone discussions.

The seminar will take place on August 1. You are expecting 40 participants and will need one large room with five round tables and 40 chairs. In addition, you will require a computer projection system, as well as a flip chart.

Our catering manager, Olivia Night, has faxed the menu choices for your lunch on the 1st. She will call you these days to discuss the options with you.

I have attached a projected cost for your seminar. If you have any questions, please do not hesitate to contact me.

We understand that you have choices when deciding where to hold your seminar. I am sure you will be pleased that you chose Arrowhead.

Yours sincerely,

Jan Turner

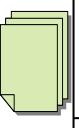
Jan Turner
Meeting Planner
JT/ss

Encl: 1

INVOICES

There are several kinds of invoices (the Consular Invoice, the Customs Invoice, and the Pro Forma Invoice) which are not meant for payment. The **Commercial Invoice** is sent to the customer to be paid. It is written on a printed invoice sheet. There should be shown the description, quantity and price of the merchandise, discounts, if there are any, packing instructions, weight, number of parcels or containers, names of the forwarders, type of transport, terms of payment and delivery, etc. on it. It is made in several copies (in export trade one original and 15 copies are necessary).

Sample Invoice.

 <p>West Virginia Office Supplies 220 First Ave. Morgantown, WV 26587</p>					
Invoice to: Winston and Peras, Inc. 1400 14 th Street, Suite 330 Washington, DC 20036-1301			No. 457-285 24 Nov. 20-		
Deliver to W & P, Inc. Branch Office 1647 West Lake St. Los Angeles, CA 90020			Customer's Order No. AG-224		
Number of packages	Kinds of packages	Description	Number of units	Price/unit	Value
10	box	folder	120	2.00	240.00
1	case	paper clips	100 packets	1.00	100.00
20	cardboard parcel	card catalog	40	20.00	800.00
			Subtotal	1, 140.00	
			Less 5%	<u>57.00</u>	
				1, 083.00	
			Packing	20.00	
			Total amount due	1, 103.00	
<p>Terms: 5% discount for payment by 24 December 20- Payment within 60 days of date on invoice. Please send all remittances to Central Commercial Bank</p> <p>WE CERTIFY THAT THE ABOVE IS TRUE AND CORRECT (Signature of the company's representative)</p>					

COLLECTION LETTERS / REMINDERS

In these letters, the customer is reminded of his debt. Periodically, new invoices and statements are sent if the old ones have not been paid by a set date. Payment on overdue accounts is collected.

There exist four types of collection letters. When accounts are not settled within the agreed period, the seller will send a polite **first reminder** to his customer. The **second** and **third reminders** (better- **collection** letters) demand the outstanding payment more strong; the final demand for payment – the **fourth** – threatens legal action to be taken in case of default. Care should be taken to remain calm and polite, and professional in all cases when requesting payment.

Sample Letter 11.

I.

SUNTRACK INDUSTRIES

47 B, Pamur 3/98
55740 PETALING JAYA
Selangor. MALAYSIA

August 10, 20-

Mr. Kamur Wanga
Accountant
Maltech Medical Equipment
90054 Analayar Rd.
Selangor, Malaysia

Dear Mr. Wanga:

Your account balance of \$2, 456 for the invoice dated May 30 was due on June 30.

All payments are due, in full, within 30 days of receiving an invoice.

Please remit payment no later than August 20.

We look forward to continuing our valuable relationship with Maltech.

Sincerely,

Aliah Caffey

Aliah Caffey
Chief Accountant

Sample Letter 12.

II.

SUNTRACK INDUSTRIES

47 B, Pamur 3/98
55740 PETALING JAYA
Selangor, MALAYSIA

September 15, 20-

Mr. Kamur Wang
Accountant
Maltech Medical Equipment
90054 Analayar Rd.
Selangor, Malaysia

Your Ref: KW/MC
Our Ref: AC/KM

Dear Sir:

Re: Our Invoice No. A-654 of May 30, 20-

On 10 August we reminded you that your May account for \$2, 456 had not been settled. According to our records, we have not yet received payment and I therefore enclose another copy of the statement.

Please give this matter your immediate attention and let us have your remittance by return.

Sincerely,

Aliah Caffey

Aliah Caffey
Chief Accountant
Enc: 1

Sample Letter 13.

III.

(the same addresses of the sender and the recipient)

October 21, 20-

Dear Mr. Wang,

Re: Statement No. 821-123

We are disappointed not to have received any word from you.

As you know, the terms of our agreement extend credit for one month only. This statement is now long overdue. Surely, you do not want to lose your credit standing with us, and we do not want to lose you as a customer.

We therefore kindly urge you to pay the amount outstanding.

If there are some reasons you cannot cover the debt, we would be happy to talk it over and settle the matter on the friendly basis....

Sample Letter 14.

IV.

(the same addresses of the sender and the recipient)

November 25, 20-

Dear Mr. Wanga,

Re: Statement No. 821-123

We cannot tell you how sorry we are you have not answered any of our letters about the \$2, 456 you owe us.

We must now regretfully assume you do not want to pay, and thus, we shall be forced to place the matter in the hands of our solicitors.

This is most distasteful to us and we are therefore making one last request for your payment or for a letter of explanation.

We are holding up proceedings for one week and look forward to your action.

Sincerely,

Aliah Caffey

Aliah Caffey
Chief Accountant

COMPLAINTS and CLAIMS

The customer sends complaints to the seller when after having received the goods the customer finds them not up to order. Complaints are made for the following reasons:

- a) the goods sent or services provided are inferior quality and poor,
- b) wrong articles (different size, shape, or colour),
- c) there is shortage of quantity or weight,
- d) the goods are damaged,
- e) the prices charged are not as agreed,
- f) the shipment arrived late or was delayed, etc.

Claims are sent by the customer when he claims compensation for the inconvenience caused. Again, the letters should stay polite in tone.

Sample Letter 15.

CHEARSLEY TEMP AGENCY

Watts Green
Chearsley
Buckinghamshire HP25 0DD

6 Feb. 20-

Mr. Murat Ali
President
Ali's Office Furniture
6 Between Towns Road
Oxford OX4 2PP

Dear Mr. Ali

Re: Our Order No. BG/2467

We were disappointed to receive your delivery of January 28. None of the items was what we ordered.

We did not sign for the shipment, and we asked the shipping firm to take back the goods.

We had ordered the following - ten (10) walnut computer desks,
three (3) walnut bookcases,
in addition, two (2) executive office chairs.

We received four (4) file cabinets and an oak bookcase without the shelves.

Is it possible someone else received our furniture? Please sort this out quickly, and send our consignment here without any further delay.

Thank you for assisting us with this problem.

Sincerely yours

Fiona Sanchez
Purchasing Manager

Marian Godal
p.p. Marian Godal
Assistant Manager

Sample Letter 16.



Guangzhou Exports

No.6 Shamian South Street

Guangzhou 510133, China

Phone: (86 20) 8120 5633

Fax: (86 20) 8120 5634

10 November 20-

M. Pinelli Ltd.
14 Garibaldi Street
Turin
Italy

To whom it may concern:

Dear Sir or Madam,

Subject: INVOICE No. SD/56470

With reference to your invoice No. SD/56470 of 2 October, we must point out that you seem to have made an error in the total.

You have entered € 874.50 but we calculate that the correct figure is € 854.50.

We enclose our cheque for € 854.50 and would be obliged if you could either let us have your credit note for € 20.00 or amend the invoice appropriately.

Yours faithfully,

Clive Thomas

Clive Thomas
Accounts Director
CT/km

Encl: 1 page

ADJUSTMENTS / APOLOGY LETTERS

The sellers send these in answer to complaints or claims. There may be an apology letter accepting the complaint (where the seller admits his mistake, maybe, indicates the reason, expresses regret, and promises to put the matters right) and an apology letter rejecting or refusing to accept the complaint (when the seller or service provider states he is not at fault or responsible for the inconvenience caused, and refuses to make amends for losses).

Sample Letter 17.

(A *POSITIVE RESPONSE*)

M. Pinelli Ltd.

14 Garibaldi Street
Turin, Italy
Phone: (00 39) 45 8796
Fax: (00 39) 45 8790

22 November 20-

Mr. C. Thomas
Guangzhou Exports
No.6 Shamian South Street
Guangzhou 510133, China

Your ref: CT/km
Our ref: LD/sr

Dear Mr. Thomas,

Re: Statement - October 20-

Thank you for your letter of 10 November concerning your October statement.

We have investigated the two entries that you referred to and found that there are indeed two discrepancies with our original records.

We apologise most sincerely for these unfortunate errors, which were made by a temporary member of our clerical staff.

A suitably amended statement is enclosed. We are sorry that you have been inconvenienced by these errors and assure you that we will take all possible care to ensure that there will be no similar mistakes in the future.

Sincerely yours,

Luciano Dante

Luciano Dante
Accounts Director

Encl: 1

M. Pinelli Ltd.

14 Garibaldi Street
Turin, Italy
Phone: (00 39) 45 8796
Fax: (00 39) 45 8790

22 November 20-

Mr. C. Thomas
Guangzhou Exports
No.6 Shamian South Street
Guangzhou 510133, China

Your ref: CT/km
Our ref: LD/sr

Dear Mr. Thomas,

Re: INVOICE No. SD/56470

Thank you for your letter of 10 November and the enclosed cheque for € 854.50.

We have checked the invoice carefully but cannot agree with your calculation. We feel that you may have overlooked the carriage charge (€ 20) for item five, which is entered separately on the invoice.

We hope that you will now feel able to agree with our figures.

We enclose a debit note for € 20 and would be grateful if you could let us have a cheque for this amount at your earliest convenience.

Sincerely yours,

Luciano Dante

Luciano Dante
Accounts Director

Encl: 1

STATUS INQUIRIES

Status Inquiries are sent by the sellers to banks and firms, which have had business connections with the prospective customers, with the aim to acquire more information on those customers, especially on their property status.

Sample Letter 19.

ERIC OLSEN LTD
25 LAFE STREET, MALMO

7 March 20-

Paterson & Broadway Plc.
9 Tower Road
Bolton
England

Attention: Mr. R.J.Light

Dear Sirs,

Busil Bush Ltd of Swindon, who have requested us to grant them monthly trading terms, has given your name to us as a reference.

We are proposing to grant them a credit limit of € 9000 and we should be extremely grateful if you could give us your opinion of their financial reliability.

Any information that you provide will, of course, be treated as strictly confidential.

Yours faithfully,

S.Roberts

S.Roberts
Financial Director

LETTERS OF CREDIT

A letter of credit goes from an importer's (the buyer's) bank to an exporter's (the seller's) bank saying that a credit has been opened in the exporter's favour. The exporter

will get his money if the conditions laid down in the letter of credit are conformed to. This form of reimbursement is beneficial to both parties for various reasons.

Sample Letter 20.



BARCLAYS
INTERNATIONAL

258 Highgrove Street
London EC3P 5HP

1 September 20-

John Watson Ltd
232 High Street
Newhaven
Sussex

Dear Sirs

We advise you that the International Bank of Bombay have opened an irrevocable Letter of Credit with us in your favour on the account of The Bunny Company, Bombay to the amount of \$20, 500.

The credit is valid until 31 December. Your draft for the above amount will be paid if accompanied by the documents listed below.

1. Invoice in triplicate, signed and marked licence No.NG/1623.
2. Certificate of origin issued by a Chamber of Commerce.
3. Full set of clean on board Shipping Company's Bills of Lading made out to order and blank endorsed, marked 'Freight Paid'.
4. Insurance Policy or Certificate in triplicate.

Faithfully yours,

Marc Shuller

Marc Shuller
Assistant Manager

cc: Mr. A. Bowie, International Bank of Bombay

MEMORANDUMS (MEMOS)

This is correspondence written from one person to another within a company, often by the managing staff. Memos differ from traditional letters because you do not need an envelope and the post-office to announce your information.

Sample Letter 21.

MEMORANDUM		
To: Project Planning Dept From: GM	Date: Feb. 5 Subject: Aqua Warm BV	
<p>I have looked through our records of the work that we did at Perfecta Ltd. The heating system was checked three times before it was turned on. We are absolutely sure that the explosion is not our responsibility.</p> <p>I suggest, therefore, that Perfecta writes to Aqua Warm to claim compensation.</p> <p>Please write to Perfecta (address 61 Bath Road, Worcester, England WR5 3AB) and explain our position.</p>		

Sample Letter 22.

To: All members of staff, Southern Branch From: Sales Manager Date: 13 March 20-- Subject: Maintenance agreement
<p>For a fixed price of US\$3,000, the Jakarta agreement includes:</p> <ul style="list-style-type: none">- emergency repairs of any assembly line- all charges for parts and labour. <p>All repairs will be started within one week of receipt of a letter or fax. Further details on request.</p>



SEMI-FORMAL LETTER WRITING

LETTERS of APPLICATION

These are letters written to a prospective employer when applying for a job. When applications are in response to an advert in the media, this should be mentioned in the opening paragraph or in the subject heading. As far as one of the correspondents is, in this case, a private individual, it is crucial to present oneself with enthusiasm, confidence, enumerating the qualifications and experience necessary for the position.

There may be applications for other purposes: to enter a particular study course or educational institution, a request for permission to do something, to apply for membership (a loan, a licence), etc.

Sample Letter 23.

41 Rose Street
Geneva, Switzerland

Sept. 17, 20-

Registrar's Office
State University
Littleton, SD 55555

Dear Registrar:

I am a student of microbiology in Geneva, Switzerland. I would like to apply for entrance to your university.

Would you please send me an application form and information on your university?

Thank you for your consideration.

Yours truly,
Florence Jones
Florence Jones

Sample Letter 24

116 Rockway Hill
Worthing
Sussex, UK

20 May 20-

Mr. Paul Brook
Human Resource Director
Island International Airport
Singapore 654448

Dear Mr. Brook

I am applying for the position of file clerk that was advertised in the May 3rd *Wangi News*.

I worked as a part-time file clerk after school for three years. Now I am looking for a full-time position. I have enclosed my CV, and I would like to schedule an interview.

I will call you early next week to follow up on my application. I look forward to discussing this position with you.

Sincerely yours

Eric Fields

Eric Fields

Enclosure: 1

MOTIVATION (COVER) LETTERS

Letters of motivation deal exclusively with job applications and are accompanied by a Curriculum Vitae (a CV) or Résumé of an applicant.

Sample Letter 25.

(*Not to be accompanied by a CV*)

Pramones Ave. 104 – 25
LT-49445 Kaunas
Lithuania

June 2, 20-

Personnel Manager
Walter Craig Ltd
56 Cowslip Way
Exeter
Devon, UK

Dear Sir or Madam,

I would like to apply for the position of Assistant Marketing Manager advertised in the May 28 edition of the *Guardian*.

I am 36 years old and was educated at Kaunas J. Jablonskis Gymnasium and Kaunas University of Technology. I have an honours degree in Economics and a Master's degree in Business Administration. Besides English, I also speak German and French a little.

For the last nine years, I have been working as the Assistant Export Manager at Rubicon & Partners plc (located at Laisves Ave 128, Vilnius). However, I now feel ready to take on a post with greater responsibility and would particularly like to work in one of the western countries of the EU.

Both Mr.A.Barukonis and Mr.B.Shanutonis of *Rubicon & Partners plc* are willing to provide references for me.

I can be available for interview at your request but would have to give one month's notice to my present employer before I could take up a new appointment.

I look forward to your reply.

Faithfully yours,

Arturas Sinkus

Arturas Sinkus

A Sample CV.

CURRICULUM VITAE

Name: Arturas Sinkus

Date of birth: 20 August 1970

Nationality: Lithuanian

Home Address: Pramones Ave. 104 – 25
LT-49445 Kaunas, Lithuania

Phone: +8686 45678

Business Address: Rubicon & Partners plc
Laisves Ave 128, Vilnius

Phone: + 370 5 245645

Marital Status: Single

Education: Secondary - J.Jablonskis Gymnasium, 3Ausra St., Kaunas
Higher - Kaunas University of Technology, 16 Donelaitis St., Kaunas

Qualifications:

1988	a GCSE	'A' level Mathematics
		English
		IT course
1992	a Diploma in Economics	
1994	Master's degree in Business Administration	

Experience:

1994 – 1997	Personal Assistant to HR Manager of 'Senukai' Ltd in Kaunas (Pramones Ave. 4)
1997 – up to the present	Assistant Export Manager at Rubicon & Partners plc (Laisves Ave 128, Vilnius)

Other information: 1999 Computer course
(*Corel Draw, Photoshop, PowerPoint*)

References: on request

Personal characteristics: flexibility, adaptability, and responsibility

Interests and hobbies: foreign languages, history, art, and basketball

TESTIMONIALS

Formal written statements – *recommendations* – enumerating somebody's abilities, qualities and character traits are on request provided by former employers to be presented to new employers.

CONGRATULATIONS – are greetings on different occasions (such as anniversaries, jubilees, promotions or opening of new offices/branches, etc.) to business partners and not only.

Sample Letter 26.

SecurityNow.com

115 Third Ave. New York, NY 10158
Tel. No. 212 555 8979
Fax No. 212 555 8978

November 3, 200-

Mr. Hasan Muhammad
Commercial Bank of Egypt
35 Sharia Qasr en-Nil
Cairo
Egypt

Dear Hasan,

Congratulations on your promotion to Vice President. All of us here who have known and worked with you over the years are pleased that you received the recognition you deserve.

When we first heard that Abbas Zaki resigned, we immediately thought of you for the position. Your many years of diligent service to Commercial Bank, and to the other banks where you've worked, show your commitment to quality banking in Egypt.

We look forward to continuing our working relationship with you and your bank.

Again, congratulations from all of us here at SecurityNow.com. Your promotion is richly deserved.

Yours,

Lisa Rivelli

Lisa Rivelli
President

Sample Letter 27.

32 First Avenue
West Norfolk, VA 55555

July 2, 20-

Dear Dr. Harrison:

Congratulations on the completion of your doctoral degree.

May I wish you every success in your new career.

Sincerely,

Ernest R. Johnson
Ernest R. Johnson
Director, Language Center

CONDOLENCES – letters of sympathy with someone you keep good relationship with for some fatality or loss occurred. These letters should be warm, convincing and sincere, and requested - *hand-written*.

Sample Letter 28.

95 Rosamond Street
Greenville, MA 33333

February 17, 20-

Dear Mr. Duval:

*The news of your father's death came as a shock on us.
Our thoughts and sympathies are with you as you mourn the
loss of your father.*

*My colleagues and I hope that fond memories of him will
help you through this difficult time.*

*Please know that you have been in our thoughts, and accept
our heartfelt condolences for your loss.*

In sympathy,

Henry Moore

Henry Moore

INVITATIONS – these are short letters inviting a business partner to the opening procedure of some event, conference or reception, etc.

Sample Letter 29.

School of Linguistics
New York City College
10 Avenue 154
New York, NY 12222
USA

5 October 20-

Dr. Barbara Ames, Chairperson
Department of English
Vilnius University
46 Gediminas Ave.
LT- 22333, Vilnius
Lithuania

Dear Dr. Ames,

We are honoured to invite you to participate in our forthcoming conference on old Gaelic phonology to be held December 5-8 in New York City College's School of Linguistics.

The enclosed brochure will give details on reservations, papers, speakers, and deadlines for abstracts.

We look forward to your acceptance.

Very truly yours,

Magda H. Nelson

Prof. Magda H. Nelson
Chairperson

Encl: 1

HOTEL or TRAVEL BOOKINGS – are letters in which the sender asks for the service in advance (*i.e.* books airplane tickets or rooms at a hotel, etc.).

Sample Letter 30.

Wellford Engineering Plc

25 Toot Road, London E.C. 6
Tel: 45 789123 Fax: 45 789133

Your ref:

Our ref: DH/kl

25 July 20-

Hilton Hotel
6 Rollis Avenue
London W. 3

Dear Sirs

Two senior directors of the Nissan Company of Japan will be visiting our London Headquarters next week.

Could you please reserve two single rooms with showers for 3 nights from 2 to 4 August? The directors will require continental breakfast served in their rooms and particularly want to be on the top floor overlooking the Park. We expect them to arrive at the hotel at about 5.00 p.m.

We look forward to your confirmation by return.

Yours faithfully

Diana Hammond

Diana Hammond
Personal Assistant

‘THANK YOU’ LETTERS

In these letters, the writer expresses his gratitude to someone for some favour, reception, good organization of event, nice welcome and stay, etc. The tone of the letter is formal, however, warm and relaxed.

Quite often, a ‘thank-you’ phrase is put in the first paragraph of the current letter, and no separate letter is sent.

Sample Letter 31.



16/24 Tartu Rd, EE2003 Keila, Estonia

11 March 20-

Mr Stephen Casey
Managing Director
Chemotech Ltd.
110 Lime Street
North Bay NB3 5NP
Canada

Dear Mr Casey

Thank you very much for your invitation to take part in the firm’s conference.

I have great pleasure in accepting and am looking forward to meeting interesting people and listening to interesting reports.

I do not need accommodation.

I look forward to meeting you on 20 April.

Sincerely yours

Valter Klaus
Valter Klaus
Executive Manager

Sample Letter 32.

Vista Prix Centre
Broad Branch Road 12A
Littletown, NJ 33344

(Inside address)

Sept. 14, 20-

Dear Sirs,

Thank you for your kindness and hospitality shown to our delegation during the stay at your hotel.

We appreciate the fluent organization of our conference which was successful due to your selfless efforts and goodwill towards all the participants.

We look forward to future meetings and wish you success and all the best...



ELECTRONIC LETTER WRITING

E-mail

Many companies send messages both internally and externally through their computers. These messages are called *electronic mail (e-mail)*. E-mail is a fast and inexpensive way to communicate and a less formal method of correspondence.

In addition to sending messages, you can attach an existing file, such as a word-processed document or a spreadsheet, to an e-mail message.

There are usually five parts to an e-mail message. The sender's name and the date and time are provided automatically by the computer. The sender types in the e-mail address of the recipient, the subject, and the message itself.

There are no universally accepted rules for writing e-mail, but below are some useful guidelines.

- § 1. Create a subject line with impact.
- § 2. Write sentences and paragraphs short.
- § 3. Do not always trust your spell check.
- § 4. Put your signature on the message.
- § 5. Proofread the message before sending it.
- § 6. Use headings, bullets and numbering.
- § 7. Do not send messages in all capital letters.
- § 8. Try to respond to e-mails immediately.
- § 9. Be careful of your tone.
- § 10. Be polite and professional.

Sample Letter 33.

To:	B.Wilson <bwilson@ComponentOut.com>
From:	A.Chuang <achuang@A-TechInc.com>
Subject:	Delay of Intex 445SX
Date:	Mon, Dec 5, 20-

Hi Bruno,

I received a fax from Dalway Computers this morning. They're going to be a week behind schedule for the Intex 445SX shipment. Please call the customers who ordered this chip set, then fax a confirmation letter about the delay.
Ask if we can substitute AGB 6/x/234. We have those chip sets on hand.

Alan

Sample Letter 34

From:	Linda Grace<ligrace@electronicsint.com>
To:	'Michael Louis'<mlouis@hotmail.com>
Subject:	Administrative Assistant Position
Date:	Tue, Sept. 9, 20- 10:25:17

Dear Michael,

After reviewing your CV, we are pleased to invite you for an interview for the position of administrative assistant.

Your interview is scheduled for Monday, September 15th at 10:00 A.M. Please come to the Human Resource Department of our main office. If that is not convenient, please contact me immediately to reschedule.

We look forward to meeting you at Electronics International Ltd.

Sincerely,

Linda Grace
Personnel Manager

Fax messages

A letter or message can be sent by a *fax machine* (a machine that sends and receives documents in an electronic form along telephone wires and then prints them).

You do not have to write an opening or closing salutation, you can just sign your name. Remember that business faxes to clients, suppliers, etc. should use the language of a formal letter.

Sample Letter 35.

FAX	<u>ADVANCED ENGINEERING</u> 454 Walnut Street, Philadelphia, PA 19666 Tel: 215 956 5264 Fax: 215 956 5262
Date: 11 December To fax number: + 234 567 890 To: Charles Right From: Kelly Brightman, Publicity Assistant, brightmankel@ adveng.com Number of pages including the cover sheet: 3	
Following our phone conversation last Thursday, I am forwarding information on the latest additions to our range. If you require any further information, please do not hesitate to contact me.	
Regards, Kelly	

USEFUL PHRASES

Receiving faxes

A: Did you **get my fax?**

K: It's curious, but the **paper was stuck** and the **machine jammed**.

A: No problem. I'll **send it through** again.

(*Later the same day*):

A: Did the fax **go through** OK this time?

K: Yes, but pages two and four weren't **legible**: I couldn't read them.

A: No problem. I'll **resend** them.

K: Thanks, I am looking forward to that.

###

Sample Letter 36.

FAX TRANSMISSION	Dalway Computers 19-3 Banpo-dong Seocho-Ku Seul 145-050 Korea Tel: 82-2-456-456 Fax: 82-2-456-457 E-mail: info@dalway.com.id
To: Ms. Diana Ross Title: Export Manager Company: Component Outsource Ltd. Address: 25 Orchard Road Manchester 33333 England Telephone: + 03 456 789 22 Fax: + 03 456 789 23 Pages: Cover plus 1 Date: November 20, 20- Ref: Customer Number: DC 22222-B	
Dear Ms. Ross	
I am sending by fax Purchase Order 123456 for the following chip sets and drives.	
Chip sets	100,000 Intex 445 SX 50,000 AGV 5/x/233
Drives	100,000 Ultra ATA/89 100,000 Ardo 6L
These components should arrive no later than the stock dates noted in the purchase order. Delivery instructions are detailed in the purchase order.	
As you discussed in your November 19 telephone conversation with Mr. A. Simpson, you offered to waive shipping costs and to give a 10 percent discount. We appreciate the offer and, as with previous orders, will pay upon receipt of an invoice and the components. Invoicing instructions are detailed in the purchase order.	
If you have any questions concerning our order, please do not hesitate to contact me.	
Sincerely	
<i>Mark Wu</i>	
Mark Wu Purchasing Manager	

The English writer, George Orwell, gave the following rules for writing effectively:

THE RULES OF EFFECTIVE WRITING

1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word when a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive, where you can use the active.
5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than saying anything outright barbarous.

Common Abbreviations

page, pages abbreviations:	p., pp.	Use a slash for some
Company	Co.	
Corporation	Corp.	05/16 May 16
Incorporated	Inc.	c/o care of
Limited	Ltd.	D/d delivered
number	no.	O/s out of stock
international	int'l.	n/a not applicable
ante meridiem	A.M.	w/ with
post meridiem	P.M.	w/out without
Manager	Mgr.	
Department	Dept.	
Secretary	Sec'y.	
Eastern Standard Time	EST	
As soon as possible	ASAP	
Very important person	VIP	
Close of business	COB	
Personal computer	PC	
Vice president	VP	
Date of birth	DOB	
Estimated time of arrival	ETA	
To be determined	TBD	
To be announced	TBA	

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