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AUTHOR Bowman, Mary Ann
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ABSTRACT

This bibliography contains separate listings for business writing and for technical writing. Books written in English between 1950 and 1973 are included. Only the most recent edition is listed for each book published in several editions. (AA)

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This list includes only books written in English between 1950 and 1973 and only the latest edition of books published in several editions. The subject headings used in compiling the bibliography were:

<i>Adjustment letters</i>	<i>Form letters</i>
<i>Advertising, Direct-mail</i>	<i>Letter services</i>
<i>Application letters</i>	<i>Letterheads</i>
<i>Business announcements</i>	<i>Résumés</i>
<i>Corporation reports</i>	<i>Report writing</i>
<i>Commercial correspondence</i>	<i>Sales letters</i>
<i>Communication in management</i>	<i>Technical writing</i>
<i>Employees, Reports to</i>	<i>Technical reports</i>
<i>English language—Business English</i>	<i>Technical writing as a profession</i>
<i>English language—Rhetoric</i>	<i>Communication of technical information</i>
<i>English language—Technical English</i>	

BOOKS ON BUSINESS WRITING AND TECHNICAL WRITING IN THE UNIVERSITY OF ILLINOIS LIBRARY

MARY ANN BOWMAN
University of Florida

BUSINESS WRITING

Adelstein, Michael E.

Contemporary business writing. New York, Random House, 1971. xvi, 365 p.

Adler, Kenneth R.

Pathway to your future; the job résumé and letter of application. Cambridge, Mass., Bellman, 1971. 33 p. Includes bibliography.

Adventures in selling. Case study report. no. 1, 1960- . Garden City, N.Y., Direct Mail Advertising Association.

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Commercial English and market reports, for business communication students. 1st ed. Dacca, Majid Pub. House, 1966. xii, 444, 149, 3 p.

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American Business Press, Inc. Committee on Education.

Birth of an article. New York, 1966. 45 l. (Writing and editing for the business press, 1)

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Adver kit, distinctive direct mail campaigns. Boston, 1956. 1 v. (unpaged)

American Management Association.

Reports to top management for effective planning and control. New York, 1953. 117 p.

Superior-subordinate communication in management, by Norman R. F. Maier and others. New York, 1961. 96 p. (AMA research study, 1)

Angel, Juvenal Londoño

Specialized résumés for executives and professionals. New York, Regents, 1967. 160 p.

Why and how to prepare an effective job résumé. 5th ed., rev. and enl. New York, World Trade Academy Press, 1972. 506 p.

The Annual report; a document of modern business. v. 1, 1959-Detroit, Research Bureaus.

Archer, Robert M.

Basic business communications, by Robert M. Archer and Faith Pearson Ames. Englewood Cliffs, N. J., Prentice-Hall, 1971. viii, 408 p. Includes bibliographies.

Association of National Advertisers. Sales Promotion Committee.

Coupon promotions. Edited by Robert M. Prentice. New York, 1962. xii, 179 p. Includes bibliographies.

Aurner, Robert Ray

Effective communication in business, with management emphasis, by Robert R. Aurner and Morris Philip Wolf. 5th ed. Cincinnati, South-Western, 1967. xi, 644 p. Bibliographical footnotes.

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Direct mail design. New York, Reinhold, 1963. 224 p. Includes bibliography.

Barry, Robert E.

Business English for the 70s; a textworkbook. Englewood Cliffs, N. J., Prentice-Hall, 1970. xii, 351 p.

Bassett, Glenn A.

The new face of communication. New York, American Management Association, 1968. 204 p. Bibliographical footnotes.

Baty, Wayne Murlin

English for business. Belmont, Calif., Wadsworth, 1966. xi, 466 p.

Bell, Harrie Alonzo

How to get the right start in direct advertising. Garden City, N. Y., The Reporter of Direct Mail Advertising, 1954. 76 p.

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Bettinghaus, Erwin Paul

Persuasive communication. New York, Holt, Rinehart and Winston, 1968. x, 308 p. Includes bibliography.

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A study in family planning communication: direct mailing, by Brajesh Bhatia, D. C. Dubey and A. K. Devgan. New Delhi, Central Family Planning Institute, 1966. 19 p. (CFPI monograph series, 1)

Bhattacharyya, Santosh Kumar

Annual company reports. 2d ed. New Delhi, Company Law Board, Ministry of Finance, Gov't. of India, 1964. 44 p.

Biegeleisen, Jacob Israel

Job résumés; how to write them, how to present them. New York, Grosset and Dunlap, 1969. 96 p.

Bovee, Courtland L.

Better business writing for bigger profits. New York, Exposition, 1970. 238 p. (Exposition-Banner book)

Boyd, William Paxton

Productive business writing, by William P. Boyd and Raymond V. Lesikar. Englewood Cliffs, N. J., Prentice-Hall, 1959. 513 p.

Bradish, Richard Dwight

A critical evaluation of the financial information contained in published corporate annual reports. Ann Arbor, Mich., University Microfilms, 1964. iv, 247 l. Ph.D. thesis, University of Washington. Microfilm copy.

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Modern communication effectiveness. Englewood Cliffs, N. J., Prentice-Hall, 1963. 501 p. Includes bibliography.

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Dynamic management communications. Reading, Mass., Addison-Wesley, 1969. xiii, 217 p.

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Writing for business. Ann Arbor, University of Michigan Press, 1965. xii, 178 p. (Ann Arbor paperbacks, AA108)

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Communicating facts and ideas in business. 2d ed. Englewood

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Effective business report writing. 3d ed. Englewood Cliffs, N. J., Prentice-Hall, 1973. 449 p.

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How to improve business communication. Edited by Spencer A. Larsen. Detroit, Wayne State University Press, 1951. viii, 221 p.

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Common mistakes in letter writing. Englewood Cliffs, N. J., Prentice-Hall, 1963. 238 p.

Letters that build bank business. Danville, Ill., Interstate, 1953. 100 p.

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Business information and accounting systems, by Wallace M. Carrithers and Ernest H. Weinwurm. Columbus, O., C. E. Merrill, 1967. xiv, 734 p. Bibliographical footnotes.

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Communication in organizations: an annotated bibliography and sourcebook. Detroit, Gale Research, 1972. ix, 272 p. (Management information guide. 25)

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Corporate reporting and investment decisions. Berkeley, Public Accounting Research Program, Institute of Business and Economic Research, University of California, 1961. 177 p. Includes bibliography.

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Better business relations through letters to employees. Washington, 1965. 22 p.

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Better business relations through employee annual reports, by Robert Newcomb and Marg Sammons. Washington, 1956. 36 p.

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Communication in industry. London, Business Publications, 1955. 284 p.

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The communication barrier in internal management. New York, American Management Association, 1969. 76 p. (AMA research paper, 100)

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Modern business letter-writer's manual, by Marjane Cloke and Robert Wallace. Garden City, N. Y., Doubleday, 1969. 215 p.

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The Robert Collier letter book. 6th ed., rev. and enl. New York, Prentice-Hall, 1950. xiv, 463 p.

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How to communicate policies and instructions. Washington, BNA, 1960. 348 p. (BNA operations manual)

Cox, Homer Lee

Factors involved in clarity of language and evaluation of the clarity achieved in selected business letters. Ann Arbor, Mich., University Microfilms, 1955. 169 l. (University Microfilms publication, no. 13,153) Ph.D. thesis. Northwestern University. Microfilm copy.

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A study of the attitudes of industrial management personnel toward communication. Ann Arbor, Mich., University Microfilms, 1955. 162 l. (University Microfilms publication, no. 15,831) Ph.D. thesis, Ohio State University. Microfilm copy.

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Writing and communicating in business. New York, Macmillan, 1964. x, 502 p. Includes bibliographies.

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Business letters, memorandums, and reports; a basic text in business communication, by Marion M. Lamb and Eugene H. Hughes. New York, Harper & Row, 1967. xiii, 555 p. Includes bibliography.

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