The main focus of this selected, annotated bibliography of works in business communication and closely allied areas is business writing. The fields of management information systems, psychology, linguistics, and communication theory are not included. Entries are arranged alphabetically by author or by title. (JM)
Business Communications

A selected, annotated BIBLIOGRAPHY

Ruth M. Walsh et alii
University of South Florida

A PUBLICATION OF THE AMERICAN BUSINESS COMMUNICATION ASSOCIATION
Reprinted from the Fall 1973 Journal of Business Communication
This bibliography contains valuable annotations of works in business communication and closely allied areas. Its main focus is business writing; it avoids the field of psychology, linguistics, management information systems, and communication theory. The editors hope to offer bibliographies in such other areas in the future.

BUSINESS COMMUNICATIONS: A Selected, Annotated Bibliography

RUTH M. WALSH et al.
University of South Florida


A handbook of information for the student, practitioner, or general reader who would like to be better informed about the realities of the persuasion process.


This article is a plea for members of the civil engineering profession to write articles that will advance their professional standing among laymen.


This document has been adopted for use by agencies of the U.S. Department of Defense as a standard guide for use of letter symbols representing quantities.


* Annotated entries were originally prepared during Quarter II (1970) by seven students who elected this option to fill the final report-writing assignment in the course. Review and updating of present entries were assigned to students in Quarter IV (1973) sections. In addition to reviewing the accuracy of original listings, Quarter IV students also added more than 130 new entries.

** Not cataloged by University of South Florida Library, August, 1973. Entries with annotations missing, but not asterisked, suggest one or more of the following: book checked out, lost, or misplaced, periodicals and journals in use or at the bindery, or library holdings begin later than dates shown.
Discuss the content of letters and suggests that letters be personal, unique, purposeful, simple and clear, and sincere.

Mr. Anderson's article tells salesmen how letters can open doors. His contention is that well-composed letters can break down barriers that the bestest salesmen can't crack.

A listing of positions and description of procedures which a college graduate should follow in order to get the job best suited to him.

An interesting book which tells why it is important to use a complete resume, with a listing of suggestions for writing an effective job resume.

The article emphasizes the growing trend toward putting important matters in writing to assure greater understanding and to provide a means of follow-up and evaluation at a future date.

Develops principles, procedures, and practices of clear communication and their relationship to sound management. Represents a modern effort to synthesize the teaching and learning of several disciplines applied to effective communication in business, including those of ethics, logic, psychology, written and oral communication arts.


This short article given information on how to write four basic types of memos: Public Address, Blank Shot, Double Take, and Insurance Policy.


Stresses the use of reliable information and cold facts as keys to writing business letters.


A guide to effective communication, technical writing and English grammar, with illustrations where practical.


This article deals with the proper use of a transcript, including letters, memorandums, speeches, and agenda.


Details grammar and correct methods of letter writing.


According to the author's research, personality factors can make for, or hamper, good communication. Resultant problems in communications for executive coaching and their uses of assistants and committees are discussed.


Principles of business correspondence with stress on good human relations built through the written and dictated letter.


Designed primarily for the advanced student in the social sciences. A collection of readings representative of the best work in the field, it covers theory and practice in the communications area and the impact of public opinion on public policy.


A style manual containing journalism information for copy editors.


The careful writer's guide to taboos, bugbears, and outmoded rules of English usage.

An aid to writers and editors, emanating from the newsroom of the New York Times.


An entertaining but pithy commentary on English usage. Examples of writing, both good and bad, are entered from the pages of the New York Times, with witty comments. Forerunner to the source listed immediately above.


A basic text for the report writer. Covers the field thoroughly from the research process through the final report. Many examples of technical writing are given. In addition to reports, other types of writing, such as letters and articles, are dealt with.


An annotated, selected booklist covering general communications, book publishing, broadcasting, film, magazines, newspapers, advertising, indexes, and professional and scholarly journals.


A booklist compiled to provide sources and starting points for research in mass communications for beginning students and laymen.


An argument for the presentation of technical and scientific information in generally understood terms. The author argues against excessive use of technical argon that conceals meaning.

USF library holdings begin with the December, 1972 issue.

Born, J. W. "Write It Right." Fuel Oil & Oil Heat, November, 1962, p. 61.**


Article deals with human emotions in business letters. "You" attitude is stressed, and tips on selling-strategies are given.


Provides a convenient and comprehensive view of business communication with important details, directions, and formulas underlined so that essentials can be easily grasped and remembered.


Pointers on how to write goodwill letters, with several examples given.

"Make Your Collection Letters Persuade, Not Plead!"


Discussion of the most effective means of writing collection letters, using combinations of self-interest, justice, and pride (honor), as opposed to fear (too strong) or pity (too weak).


A collection of cases, including situations not covered in an earlier text.


Suggestions on how to express opinions and have them easily accepted.


Emphasizes the need for quick and concise meaning being conveyed to the reader. Points discussed include forethought, figures of speech, pyramiding modifiers, and overloaded sentences.

A detailed illustration of the proper procedure for assembling a management audit report.


A discussion of the need for clarity in business letters and several grammatical and syntactical errors which hinder clarity.


A complete text on business communications based on information garnered from a variety of businessmen.


Provides guidelines for composing letters that are clearly written and easily understood. Letters should reflect a dominant idea and its benefits to the reader.


This book of cases and assignments is varied in subject matter. Data selection, organization, and presentation are stressed.


A complete and self-contained source for practice in written business communications. Detailed, realistic problems in business with related problemsolving assignments.


Tips on the preparation of a case study with regard to the steps to collecting data, analysis, and publication of the finished case study.


An up-to-date treatment of letter- and report-writing from a behavioral viewpoint. Also deals specifically with the rhetoric of exposition writing. Sections on report writing are especially pertinent.

Discusses the importance and use of business reports and deals with the preparation and actual writing of the report. Author gives some principles and practices for various types of reports.


Approach based on implementation of the sales process: attract attention, amuse interest, create desire, convince judgment, and motivate action. Principles, as applied to direct mail advertising and selling, are sound but examples, based originally on a 1957 publication, are dated and irrelevant.


Discusses weak and ineffective openings and closings in letters and recommends more effective approaches.


A somewhat dated presentation of letter-writing techniques, the text emphasizes correctness, clarity, conciseness, courtesy, constructiveness, conversation, and consideration.


A humorous pocket-size volume that points out many causes of poor communication and offers common sense methods for avoiding them. Contains many practical suggestions on how to work at the job of writing.


A complex text on rhetoric written from a dialectical viewpoint.


A simple codification of the stylistic and mechanical problems involved in putting a thesis into final shape.


A quasi-linguistic treatment of the importance of connotation.

Intended as the introductory volume of a series on human communications, this book provides a comprehensive overview of the subject. Treats each aspect in sufficient detail to indicate how involved the process is, but is not so detailed as to "lose" the average reader.

Suggests that techniques used by the professional writer be adopted by the engineer and technical writer as a means of getting the best output with the least expenditure of effort.

Written in a humorous vein and enhanced with cartoons. Emphasis is upon several areas of poor communication and how to improve them.

Includes correct and incorrect letter examples to teach the proper way to handle common situations occurring in correspondence.


The author has developed a system to avoid typing inconvenience and misunderstanding resulting from the use of Greek symbols and numbers in technical documents prepared in longhand.


Covers the techniques of planning, writing, illustrating, and publishing written instructions of all kinds, including internal administrative and operating instructions of formal organizations.


Cox deals mainly with adaptation. He also points out the value of positive writing, to wit, careful word choice.


A class in business communications at Southern Illinois University made a survey of the variety and nature of communication problems as seen through the eyes of St. Louis area businessmen, at several levels of management.


A guide to writing clearly, reading accurately and rapidly, and speaking to convince the listener. (See “Zetter, Robert L.”)


Suggests how to maintain good customer relations by systematically answering their letters.


Contains examples and case analyses of principles of business communications. Emphasizes resourcefulness in finding and adapting means to make the message of a letter, or report, acceptable to its reader.


The book is divided into four sections covering: (1) understanding the organization and communicating internally, (2) mechanical aspects of communications; and (3) and (4) specific kinds of communication appropriate to different situations.

This article emphasizes that, in addition to a well-written article, the cooperation of the author's company and the cooperation of the journal editor are required to produce a professional technical article.

The article poses the question, "What is meant by effective communication by management?" After asking the question, the author attempts to define management's understanding of "effective communication."

A discussion of communication as it affects upper-level management. Makes the case that managers must communicate effectively with each other before they can hope to communicate effectively with employees.

"Readability Changes in Employee Handbooks of Identical Companies During a Fifteen-Year Period." Journal of Business Communication, VI (Fall, 1968), 33-40.  
A comparison of the readability changes in employee handbooks since Rudolf Flesch first heightened interest in the subject in 1949. There has been some improvement but much is still left to be desired.

The organization of the research paper from the germ of an idea to ultimate presentation in good format.

The text describes modern developments in the field of communication and shows the effectiveness of these new methods.

Of particular interest to public accountants preparing client reports.

A collection of scientific and technical articles intended to be used as models by scientific and technical students concerned with making technical material understandable. Short introductions and study sections accompany each selection.

The article deals with cutting costs of reports by eliminating those which are needless.

The article suggests that if one needs to learn technical jargon, there are several ways of doing so. The author stresses these methods.

Devlin, Frank J. Business Communication. Homewood, Ill.: Richard D. Irwin, 1968.**

Each part of a letter or report is given its share of attention so that the final document can be up to standard in all respects. Topically arranged. Designed for a one-semester course at the sophomore, junior, or senior level.


A comparison of interpersonal communication with written communication.


A detailed synopsis for an investigator's use in writing a report, as a guide for law enforcement officers.


Contains information regarding how to write letters that catch the recipient's eye, hold his attention, and receive immediate action.


USF library catalogs issues beginning with 1972.


A manual for preparing business publications, the book deals mainly with a firm's internal publications—those intended to be read by employees. The guidelines presented apply, however, to many types of publication by formal organizations. Includes examples, case histories, and suggestions for evaluating publications. Presented in a bold, brisk style that is refreshingly easy to read.

Dowst, S. "Informal Correspondence Gets Results." Purchasing, January 9, 1969, p. 117.**

"...Reports to Management Tell Buyer's Story." Purchasing, December 10, 1970, p. 53.**

Based on the assumption that (1) all writing derives from a few simple patterns of thought, (2) students can learn these patterns and apply them to their own writing, and (3) learning the patterns helps students toward eliminating sentence errors, fuzzy diction, and imprecise thought.


Provides criteria for reviewing the writing of others. Gives helpful hints so that reviewing can aid the development of a subordinate's writing ability. Also suggests a few things the subordinate should check before submitting written communications.


Oral and written communications by telephone company executives are discussed in this article.


A handbook dealing with reports and documents that the scientist has to write. The second part consists of models of various ways to present scientific information.


A well-written article offering sound advice on planning what you want to write before you write it. Presents a five-step approach to make communications sell an idea by making them more easily understood.


Suggesting the dynamic nature of language, the title speaks for itself. An alphabetical listing of words and idioms with their varying meanings.


The third in a four-article series intended to help reduce time spent on technical and business writing. Deals with special problems encountered by the engineer in using dictation for technical writing.


A seven-step program for satisfying customer correspondence demands, vital to every business, large or small.

Geared to research methodology in economics and marketing. Assumes background in statistics and quantitative methods.


Suggests sources of help and ideas for improvements in the elements of successful business writing.


Written for managers, this article deals with “written-performance inventory”: thought, persuasiveness, appropriateness, readability, and correctness.


This article defines the technical-semantic curtain as a shroud which separates scientists and technicians from the outside world. The author recommends that attempts be made by technical people to communicate to the layman in terms which he can understand.


Based on Dr. Flesch’s dissertation research, the book opts for direct and concise vocabulary and syntax as a step toward understandable communication.


A continuation of themes suggested in *The Art of Plain Talk*, with more in-depth treatment.


A step toward using “scientific,” as opposed to subjective, criteria in judging understandability.


Exposes problems of “gobbledygook” in business writing, as one of the spin-offs of modern civilization.


The author implies a need for workmanship in writing business letters to better emphasize the purpose of the letter.

An analysis of three theories of rhetoric in terms of factors that influenced their development, followed by their synthesis into a suggested philosophy for a present-day rhetoric.


Suggestions for persons interested in submitting technical papers for publication in the *Journal of the Waterways and Harbors* division of the American Society of Civil Engineers.


A standard and long-respected reference for proper English spelling and usage. Caveat: reflects spellings and idioms characteristic of British.


A practical treatment using a direct and simple approach to cover every major type of business correspondence.


Humorous observations on the advantages and pitfalls of memoranda.


A satirical slap at the writing ability of technical people. The article suggests that too many words get into print with only a trickle of information leaking out. The author implies that this is done intentionally to protect the knowledge of the individual who had to work so hard to acquire it. (This article, in condensed form, also appears in the May, 1966, issue of *Management Review* under the title, "Technical Writing: In Defense of Obscurity," pp. 34-36.)


This article points out how much wasted time and paper goes into many needless reports. The article also suggests how to make necessary reports more concise.


The Pillsbury Company discovered that its system of communications was not very effective. This article describes the common-sense procedures instigated to remedy the situation.

A handbook which argues that carefully composed form letters are more effective and economical than those hastily dictated. Presents simple cost-benefit analysis criteria to show when form letters should be used for routine and recurring situations and tells the reader how to go about setting up a form letter system.


The composition and use of guide letters: a companion to the *Form Letters Handbook.* Deals with paragraph substitutions to handle variations in recurring situations. Dates notwithstanding both sources contain timely suggestions and procedures for which computer programs might be written.


Discusses the use of survey methods to gather information before devising programs to improve communication within the firm.


The role of the business teacher is changing because of the increasing emphasis on quality in written business communications.


A discussion of the advantages and disadvantages of two methods of internal communication, direct from the executive to the employee, and through the chain of command. Provides examples where each is appropriate.


A behavioral scientist presents an incisive analysis of managerial communication. The merits of persuasion versus problem-solving techniques are discussed in relation to organization effectiveness.


Twenty-one tips for making written communication more effective. However, offers no explanation for the material presented.

States that people judge corporations by the letters they send. Briefly describes communications courses formally sponsored by two insurance companies for their employees.


A full-treatment of report-writing, from data-collection to manuscript preparation. Also includes a section on mechanics. Representative inputs from more than twenty-five executives and university professors.


Gunning offers the technical writer help in analyzing the communication problem so that he can write more effectively in using the resources of knowledge he already has. Clear expression flows from clear thinking and understanding.


A handbook for effective writing, with stress on sources, influences of attitudes, and need for thought as factors leading to good exposition.


A short and concise publication dealing with organizational communication and its impact on the public.


A study of language as a function rather than as a convention. The organizing factors of language, such as grammar and syntax, manipulation, and inherent meanings of words are covered.


A brief listing of terms and their definitions, as used in business and economics.


Very similar to A Business Dictionary.


Advocates improvement of technical writing abilities and standards of the engineer, through education and encouragement. The author recommends that writing courses be introduced into the educational engineering curriculum early and that more encouragement be given to engineers to develop writing skills.

Similar to previous editions with the exception of expanded treatment of inference-observation confusion, "bypassing," "allness," and "polarization." More emphasis on application of concepts and techniques for preventing, or correcting, miscommunication.

Hanford, Robert B. "The Ten Biggest Mistakes Letter Writers Make: No. 1—Sounding the Wrong Tone." *Sales Management,* April 17, 1964, pp. 34-36.

The author points out errors made in business letters, such as the brusque-off, fossilized phraseology, and being too familiar. Emphasizes that the best tone of any sales executive's letter should be friendly.

__________ "... No. 2—Failing To Organize Your Thoughts." *Sales Management,* May 1, 1964, pp. 47-50.

Says that to have a well-organized letter, one must know precisely what he wants to accomplish and write the letter so that it accomplishes this. Lists general hints to aid writing.

__________ "... No. 3—Failing to Understand the Other Man." *Sales Management,* May 15, 1964, pp. 71-74.

Emphasizes knowing the reader. Suggests several ways to make the letter more interesting to the reader.


Discusses the image that the writer creates for the reader. Mentions several ways that writers can improve their images. The mechanics of the letter are stressed.

__________ "... No. 5—Failing To Capture Attention Early." *Sales Management,* June 19, 1964, pp. 39-44.

Suggests how to capture the reader's attention. Some of the points that are covered are involving the reader personally, telling a story, shocking him, and making him use one or more of his five senses.


Discusses methods of avoiding the wastebasket. Interest, tone, believability, openings, and letter quality are stressed.

__________ "... No. 7—Selling Too Hard." *Sales Management,* July 17, 1964, pp. 43-46.

Suggests methods of lessening the "hardness" of the sell. Three different ways are discussed: (1) validate your claim. (2) back your claim with cash, and (3) let your product do the selling.

__________ "... No. 8—Bad Manners." *Sales Management,* August 7, 1964, pp. 41-46.
Discusses bad manners in letter-writing, tells what effects they can have, and suggests how to avoid these pitfalls.

Deals with large-volume mailings. Comments on mechanics which can save the firm a considerable amount of money.

"... No. 10—Using the Wrong Direct Mail Format." Sales Management, September 4, 1964, pp. 49-54.
Further discussion on large-volume mailings, in relation to the purpose of the mailing and the nature of the message, the characteristics of the readership, and the amount of money available.


Recommended for the reader who desires a more detailed treatment of human communication, this book deals with the subject from many angles. Illustrates how words can fail to convey intended meanings and offers many worthwhile suggestions for improving oral and written communications.

This book is a step-by-step guide to better report-writing, mainly in academia.

A basic text in business report writing, including problem-solving. Well-illustrated with examples. Contains a section on grammar and punctuation.

Deals with three areas: business correspondence, report writing, and employer-employee communications.

Deals with the functions of language and language as related to thought-processes.

Reviews four ways to improve letters: come to the point without delay, maintain the integrity of the paragraph, use indentions and listings, and be conversational as possible.

Contains a review of the essentials of English grammar, principles of business writing, and effective word usage.


The authors, while aiming at those who aspire to careers in journalism, have written a direct, comprehensive program which can make a better writer of anyone. The book includes sections on how to phrase leads and technical variations in writing and editing for newspapers, as well as general writing style, readability, and descriptive style.


While retaining the "before and after" approach to letter analysis, introductory sections on communication theory, a chapter on collection letters, and an informal style, the authors have added a new chapter on oral communication, synthesized the content and sections on letter-writing, re-located a section on resumes and letters of application, moved mechanical details of letter-layout to the appendix, and added a new correction key in the appendix.


An extensive study of the English skills needed for various types of office occupations, the kinds of errors most frequently made by office workers, the aspects of English included in job-entrance tests and government tests, and trends in English usage and letter writing.


The scope of the text is broad, covering media copy, business letters and reports, and direct mail.


Describes how one technician worked his way into the technical writing field. The author encourages others to follow this lead and provides tips for those considering such a move.


An introduction and guide to content analysis as an approach to documentary research. Deals with the content of communications as evidence of human affinities and behavior.

Deals with data collection, organization, and preparation of the research paper manuscript.

Contains information about how to write engineering and scientific proposals and reports.

A full treatment of all the major requirements, divisions, and forms of report writing.

In a sense, a progress report on the preliminary phases of a long-term research program to investigate principles involved in persuasive communication.

"How They Check Your Job Application." Changing Times, April, 1962, pp. 7, 17.
Based on studies by the American Management Association, the article tells how prospective employers check completed job applications. Also discusses the kinds of questions one might expect during an interview.

Discusses the successful use of a series of six letters used by one company to cover the most common business situations.

Contains information about how the use of vague words and sentences with unclear meanings cause letter writers to waste time and money.

Illustration and description of the simplified letter which the National Office Management Association has been advocating. Shows how to save time and suggests aids for good letter content. (Note: this letter format is now identified as AMA style. Its most characteristic features are the elimination of the salutation and complimentary close, a flush-left arrangement which eliminates tab settings, and a contemporary approach which is up-to-date without sacrificing consideration for the reader. NOMA changed its name to Administrative Management Association during the mid-sixties.)
A text programmed by Federal Electric Corporation, dealing with all aspects of report-writing. Can be used for group or independent study.

Tips on composing meaningful letters of recommendation, taking into account psychological aspects in the recipient's attitude.

Hulbert, J., and Capon, N. "Interpersonal Communication in Marketing: an Overview." Marketing Research, IX (February, 1972), 27-34.**


Contains information about the effective use of memos and their importance toward minimizing time losses.

Gives two examples of poor letter writing and shows how these letters should have been written. Outlines six points which should be followed when writing a letter so that the reader will understand the message clearly.

A nontechnical text dealing with the nature of composition, content, style, and mechanics.

This book covers the grammar, classification, and readability of reports.

A broad view of communications, including structure, background, and style. The emphasis is on visual and written communications and covers aspects in human relations, trade unions, international trade, and the free enterprise system.

A report on an experiment that was conducted at Yale University to determine three different intensities of "fear appeal" in a standard communication on dental hygiene, presented to high school students.

A manual of standards, including bibliographic sources for reports, theses, and dissertations.

A wide variety of topics is covered, including the scope of business writing, writing to communicate, and the language of business. Also included is a section on the organization and writing of business reports.

Gives information on the value of the often-used cliché and explains in what situations they can be used effectively.

A carefully selected collection of readings on major aspects of the business world. Emphasis is on the art of communicating ideas within the business community. Suggested writing exercises are included in each section.

One of the most important writings in one's business career is his personal resume. By way of numerous illustrations, the author explains everything from covering letters to resume revisions.

This brief article gives a concise overview of several job resume do's and don'ts. It also gives a complete outline for writing a job resume correctly.

A guide for training in the use of the business library. The purpose of the book is to familiarize the student with sources and their application. An extremely useful handbook for students and businessmen.

Advances the theory that informative technical and business writing is based on "analytical presentation of details and logical flow of ideas" and rejects the idea that the key to successful technical writing is short words, sentences, and paragraphs. Deals with organizing and writing technical articles and reports.

This is one of a four-article series intended to help reduce the time spent on technical and business writing. The article suggests a report structure in the form of a pyramid which presents material the reader wants to know first.

Discuss eight points in writing effective correspondence to executives.


Examples of how reactions to certain words can vary from listener to listener. A study of favorable and unfavorable words is discussed.


A test designed to train students in writing effective, well-organized compositions and to acquaint them with the structure of expository prose. A very technical treatment of the subject.


Provides recommendations to individuals who may want to present papers at technical conferences. Recommendations include a selection of conferences and methods of presentation.


Suggests that industry use specialized technical writers to handle material for engineers who have neither the skills nor the time to prepare polished technical reports and speeches.


Time-sharing in writing short management reports can save time and money.


Factors involved will not vary; figures will. Dartnell Corporation (Chicago) maintains very current figures on the cost of correspondence. In her syndicated column, Sylvia Porter deals with these factors and figures at least once a year.


Pointers on writing clearer, more effective, and interesting business letters.

The goal of this text is to focus students' attention on the sentence and how it may be used effectively in writing and speaking.


A style manual based on the premises that writing is to reading as speaking is to listening, that mechanics can be systematized, and that form and content are inseparable. Contains several models.


Some practical hints in improving written communication, particularly memos. Makes a good case for brevity and offers methods to achieve it. Also touches on the subject of clarity, organization, tone, and incentives to better communications.

“Do You Write Memos They Want To Read?” *Supervisory Management*, October, 1962, pp. 8-12.

Brevity is the main theme of this article, with amusing and provocative illustrations and suggestions for its achievement.


Kenerson, David R., ed. *Business and Economic Information Resources of the University of South Florida Library—An Annotated Bibliography*. Tampa, Fla.: College of Business Administration, 1968.

The title is self-explanatory. A very useful source for students in business administration and economics wishing to become familiar with standard references in the university library.


Tips on how to write an appropriate letter of condolence without becoming maudlin.


Errors, and how to make them, in advertising and other aspects of communication.

Kirkpatrick, T. W., and Breese, M. H. *Better English for Technical Writers, or Call a Spade a Spade.* New York: Macmillan, 1961.**

A text full of examples and how to profit from them. It is intended to point out the more common and grosser errors found in writing. It is mainly addressed to agriculturists but has chapters on other fields (oops!).


Presents in detail, the manager's role in controlling unnecessary EDP reporting.

"We Improved Correspondence and Reduced Its Cost." *Office,* November, 1962, pp. 101-2.**


Klein, Lawrence R. "Writing Problems in the Social Sciences." *Journal of Business Communication* (issue and date, n.a.).

A reprint of a paper delivered at the Annual Meeting of the American Personnel and Guidance Association, San Francisco, California, March 23, 1964, when Mr. Klein was Editor-in-Chief of the *Monthly Labor Review.*


Emphasizes typical problems and errors that occur in programming computer letters, with suggestions on how to prevent these errors.


Demonstrates a method of improving written and oral communication that the author refers to as the DIDO (define, index, date, and orient) technique. Uses sound, easily understood examples.


A reprint of a presentation to the American Society of Heating Engineers, September 13, 1968. The presentation encourages members to publish articles for technical journals and provides some "need-to-know" information. It emphasizes that published articles are a means of teaching.

"How To Write Technical Articles for Publication." *Air Conditioning, Heating and Ventilating,* August, 1969, pp. 103-4.**

A more expanded version of the article published in the May, 1969 issue.

A study of how everyday communication concepts can have different meanings at different management levels.

Kraft, D. A. "Sometimes a Form Letter is Not the Right Answer." Office, April, 1970, p. 34 and ff.**


Tells how a small, specialized photo studio became well-known and prosperous through the use of the picture postcard—at a cost of $3.00 monthly.


A complete introduction to business correspondence. Includes general principles of good writing as well as techniques of specific types of business correspondence.


A humorous article on a pen-pal type of relationship and the trouble it can lead to if the wrong words are used with people who do not fully understand our language.


Gives suggestions for better business writing using the humorous touch. Suggests use of logic and planning in constructing letters.


Article deals with various drawbacks in the communication process. Talks of the effective use of the memorandum, but in the appropriate circumstances. Other means may be more likely to obtain desired results.


An excellent guide to correct letter writing, with a great deal of information on reports.


This second edition contains a chapter on business writing by Walter O'Meara and a humorous introduction by Budd Schulberg. A style book to be used for report writing.

Intended primarily for the secretary or typist, but a good reference work for anyone who does much business writing. The material is well-arranged for ready reference to specific problems in the mechanics of writing.


Comments on the faults of letter reviewers. Lists the main faults and concludes by asking reviewers to check three things when editing a letter or memorandum.

“The Other Side of the Coin: Or, Everybody Sure Does Want To Be Shakespeare.” Personnel Administration, XXV (January-February, 1962), 43.

In defense of replies to previous article. Shows faults of subordinates in letter-writing.


Summarizes appropriate areas of communication theory and then relates theory to applications in business. The first six chapters, on the neuro-physiological process of communication, are excellent.


Emphasizes the organization and writing of reports. Also stresses research methodology which precedes report preparation.


Deals primarily with accounting reports but contains much that can be applied to other types of reports. Offers many techniques for improving reports, especially from the standpoint of making them easy to read. Many examples and illustrations are included.


Article deals with the idea that written communication with one’s employees during a strike is of vital importance to help make negotiations move much more smoothly.

Lull, Paul E.; Funk, Frank E.; and Pierson, Darrel T. “What Communications Mean to the Corporate President.” Advanced Management, March, 1955, pp. 17-20.

Presents the results of a survey of the presidents of the nation’s 100 largest corporations regarding their attitudes on communications. The answers to
questions in such areas as methods, results, training, and the relationship of communications ability to managerial ability were tabulated.


Procedures and controls for writing reports without distorting them.


The author advocates the use of technical writing specialists to prepare polished technical articles, reports, and papers. He suggests that it is not only more economical in that highly paid engineers can be putting their time to better use, but that some engineers and scientists can never become writers no matter how much training they receive.


Analysis of the structure, content, and language of proposals; descriptions of the procedures and techniques for writing.


Seven papers on various aspects of writing in business and science. Selected from the Proceedings of the Conference on Writing and Publication in Industry, sponsored by the Polytechnic Institute of Brooklyn. Problems of writing in science and industry are discussed, with an acknowledgement of the need for good writing.


Suggestions for better letter writing and "checks" to use for proofreading a letter before it is sent.

May, Robert C. "How To Improve Your Sales Correspondence." Industrial Marketing, October, 1965, pp. 86-90.

Discusses in detail, with examples from actual correspondence, how to write a sales response letter.

Maydew, J. "Breaking the Communicating Barrier." Industry Week, April 24, 1972, pp. 50-52.


Designed to aid the secretary in improving her communication skills, this is a technical manual on the mechanics of correspondence. Contains some theory of communications and has an excellent guide to grammar and punctuation.

Discusses development of a system to cut costs in letter writing.

Uses a bad example and corrects it. Gives several hints to make memos more effective.


Offers the reader the opportunity to see management communication as a whole, involving people, practices, and principles. At the same time, the reader should expect to acquire understanding and proficiency in specific forms of communication.


Designed to improve the reader's written business communication, the text is based on three central concepts: instruction in principle, illustration, and application. Text begins with the fundamental criteria appropriate to all business communication: appearance, language and style, tone, and psychology.

This lengthy essay is the result of the author's concern that there is a problem of communication within the scientific community. In this essay, the author attempts to deal with this problem of what he refers to as “interdisciplinary communication within science.”

A humorous description of technical writers from the viewpoint of the technical editor who is charged with the responsibility of making the writer's material publishable.

This book lists an alphabetical index of words most frequently used by today's technical writers. The book is designed to assist the technical writer in spelling and capitalization; references are made to other sources for definitions.


The ABC's are the first letters of the words, "accuracy," "brevity," and "clarity."


 Begins with the basic elements for effective business communication and develops each in turn. Good writing style is easy to recognize, but difficult to achieve. However, development of good style is possible and the author shows how.


A general survey text for the beginning technical writer. The author touches on data collection, basic writing and illustration principles, preparation of technical reports, and miscellaneous forms of written technical communication.

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This is a handbook dealing with all types of technical report writing, its functions and structures.

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A good source for the novice, or the professional, who is considering writing an article for a technical journal. The book covers the full range of writing from planning the article through the presentation sequence and standard sections of the journal article. In addition, the author has included a collection of representative style guides of various journals, along with selected journal articles as models.


Ponders the idea that improving systems within a corporation can be difficult because of poor communications between the systems group and the user departments. It also presents the fact that the manufacturing department can be the real trouble spot in the communications process.

A text oriented toward developing skilled writing style rather than dealing with specific styles and formats which differ greatly in actual use. In addition to experience, it gives the reader an overview of the types of technical writing requirements one can expect to encounter in industry.


Points out the six vital factors which determine the make-up of the proposal and emphasizes the need for thorough, clear content and good organization.


This article deals with the misrepresentation that is included in much of the business communication today, including company publications and business letters.

Muller, D. G. “State Mutual Life Had Novel Course for Letter Writers.” The National Underwriter, December 17, 1960, p. 9.*


The author suggests that the technical article be thought of as a substitute for conversation, as an end to achieving technical writing which is forceful and direct. He also recommends that selection of words should be based on common sense and good judgment.


This article tells why it is important to have good communications networks in industrial communities, and why it is unhealthy to let company information circulate by the grapevine and gossip.


This is a noteworthy article which describes how many directors are faced with the problems of communicating company policies and operating philosophy to employees. How best to do this depends on the particular situation involved.


How profits can be increased by systematizing communication to achieve mind-interaction that gets more good ideas implemented, diminishes wrong or wasteful actions, steps up productivity, lowers turnover, and increases sales.

A report of a meeting held in October, 1963; i.e., proceedings.


An aid to the accountant in the preparation of financial statements and annual reports. Provides step-by-step instructions for the preparation of the more common financial reports (i.e., audits). Includes section on writing techniques that deals well with pertinent considerations.


An excellent guide to reference sources in libraries, use of microfilmed newspapers, location of statistical information in tables and charts, and so forth.


The standard style format guide for research papers in literature, modern language, and the humanities.


A tight interweaving of communication and human relations in business writing.


Deals with different levels of audiences in the technical field, such as laymen, executives, experts, technicians, and operators. At each level, the author suggests effective approaches. Contains samples of writing from government and industry.


Suggests that emphasis in technical writing is misplaced. Rather than preoccupation with syntax and word choice, the emphasis should be on simple, logical organization of material.


Chapters devoted to planning, preparation, and revision of all forms of written communication.


A revised high school grammar book, helpful as a guide to word usage, punctuation, syntax, agreement, and so forth.
Resource text on English usage. Progresses from a review of basic sentence structure to consideration of research, organization, and writing of papers.


Article outlines methods to be used when incorporating programmed instruction into business communications courses.


Article suggests methods that companies can use to encourage engineers and professional people to write articles. The article further suggests steps to be taken to keep from discouraging technical writing.

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The fourth in a four-article segment intended to help reduce time spent on technical and business writing. This article describes six suggestions for expediting the writing of a technical or business article.


Outlines the history of business communications and the research that has been done on the subject in the past and up to the publication date of this article.


Discusses ways to compile a useful letter manual and suggests what it should contain.


Describes IBM's experience in the use of the Model 360 computer to set type and to manipulate text for offset instruction manual production. Emphasizes that the method is practical and extremely fast but rather costly.


An analysis of the major problems technical people face when writing reports. The authors offer specimen reports to show how these problems can be solved.


Deals with the presentation of technical information to the press which must pass this information along to the man in the street.


Cases in business administration more concerned with organizational behavior than communications, per se.


Supplies both business and academic readers with a survey of the most critical viewpoints concerning human communication in business organizations, along with a representative sampling of basic methods and techniques.


Deals with the theory of communications, both oral and written. An understanding of the concepts presented will improve anyone's communication ability.


A programmed test, developed in co-operation with New York Life Insurance Company. Topically arranged but also includes an appendix on letter layout, other matters of form, and mechanics. Dr. Robert L. Shutter (q.v.) was the consultant on this text.


Deals thoroughly with technical publications, reports, proposals, and manuals. Special emphasis is on organization, including format and grammar.


The problem that consultants and internal organization staff personnel face in getting the right data needed to the right person at the right time, and at reasonable cost, is the purpose of this article.

Deals with the "NOW" mass media and discusses the impact which this segment has on a world-wide basis.


An indispensable *vade mecum* for the serious stylist dedicated to conciseness and preciseness. A collection of synonyms and antonyms with their fine-line shades of meaning; also excellent for defining and using idioms correctly.


Communications to employees regarding policies and other sensitive matters: how to get the message through to encourage employees to take more interest in their work, put forth more effort, waste less, and occasionally make a few concessions to management.


Combines theory and practice: the first part of the text covers communication theory; the second and third parts relate the theory to oral and written communications.


Emphasizes the importance of well-written technical information in today's world where vast amounts of technical data are being generated both manually and by computer.


Expresses the idea that financial communications should be styled, or designed, to promote easy assimilation of important points. The controller should also provide prompt, complete, and reliable communication of fact and estimate.


Introductory text on research methodology. Good point of departure for students not thoroughly familiar with research design.


Discusses factors which affect letter-costs and suggests ways of reducing these expenses.


Further discussion, similar to that listed immediately previously.

St. John, Michael. "Do You Get Your Message Across?" *Nation's
Discusses a sales approach to writing messages that will get desired results.


An early treatment which signalled the flood of materials on the subject soon to follow.


Deals with correct form for handling reports, essays, including selections from contemporary writers. Book was originally published, with single authorship, in 1946.


Tells how a supervisor acquires a “passport” of credibility: by telling the truth and being sure that his actions support his words.


Argues that the single most important factor in better communication is feedback. These are some additional communication aids: projection, timing, believability, simplicity, repetition, and originality.


Describes various barriers that impede communication between a supervisor and his subordinates.


A thought-provoking article on how to avoid wordiness in written communications by writing in a clear, logical, and concise style.


*Communications in Modern Society*. Urbana, Ill.: University of Illinois Press, 1968.

A thorough discussion of fifteen studies of the mass media prepared for the University of Illinois Institute of Communication Research.


A report on a study conducted by the United Nations and UNESCO. Describes the effect of communication on a world-wide basis, as a means of effecting social change. Also suggests how adequate and effective communication changes can be made more easily and quickly.

Suggests how an effectively written letter, business or personal, can bring one much satisfaction and profit.


Deals with the ability to apply basic principles effectively. The fundamental matters, such as business jargon and wasteful prose, are covered. Contains many case studies.


Reviews some of the ways the aerospace age and associated engineering jargon have affected modern language patterns in technical writing.

"Selling Ideas Up the Organization.” Industry Week, August 3, 1970, pp. 24-25.**


Applies standard techniques of verbal and written communication to the problems of the engineer. Discusses these basic techniques in language the engineer can understand.


Step-by-step instruction of principles involved in writing effective reports.


Covers the general form of technical writing, with special emphasis on the writing of technical reports, technical proposals, and letters applicable to the technical fields.


Stresses a positive approach to a reports management program.

Shultis, Robert L. “Must Accountants’ Writing Be So Dull?” Management Accounting, October, 1969, pp. 23-25.
The author offers a set of guidelines to improve communication in the field of accounting.


A detailed look at reports. Deals concisely with all aspects of business report writing and covers the subject cogently and concisely.


Deals with the rhetoric and logic of exposition.


A full treatment dealing with principles, techniques, types, and self-development on the job. Includes a section on cases and reference section dealing with grammar.


Similar to the second edition, but includes addition of several actual business problems which force the student to think in terms of decision-making on the job.


Deals with principles of report-writing for specialized areas, including accounting, management, marketing, engineering, and government, with equal emphasis on business correspondence.


Gives reasons for ineffective report-writing and suggests ways to correct this all too common situation.


The title is entirely descriptive and needs no further comment.


Cumulative approach to understanding the principles of effective writing as a prelude to writing a creative report.


A general study of modern letter-writing, stressing clarity and brevity.


Publication date notwithstanding, still a generally sound treatment of the subject of business letter-writing. One of the few texts to deal with form and guide letters in some detail.


Deals with how to achieve understanding in communicating with other people by conveying accurately the thoughts of one person to another.


Shows how to get to the point without being abrupt. Offers many guidelines and stresses planning, writing, and editing.


Contains important tips in the teaching of good business letter-writing in business education courses in secondary schools.


Deals with management’s problems in keeping effective business communications programs in industry.


Emphasizes simplicity in writing style to make messages clear.

Stearns, R. L. “Is the Much Maligned Memo Really as Bad as Some Say?” *Public Relations Journal*, XXVIII (February, 1973), 44.


Various uses of the graph in making executive decisions.


A study of how to achieve better rapport between employer and employee by using written communication that can be understood by the employee.


Discusses the use of letters with personalized references, using the computer. Also suggests guidelines for more effective use of such letters.


A guidebook to style, research strategies, usage, and tone in writing.


Attitude surveys provide the most effective two-way communications between employer and employee.

Strong, Earl P(oe), and Weaver, Robert G. *Writing for Business and Industry: Reports, Letters, Minutes of Meetings, Memos, and Dictation*. Boston: Allyn and Bacon, 1962.**

Stresses simplicity and brevity in presentation so that examples and models can be fully understood from the reader's viewpoint, as an aid to knowing precisely HOW to construct effective business letters.


A brief but redoubtable reference which provides principles of grammar and their relationship to style. Includes a checklist of "don'ts" for writers.


Analysis of the way in which a manager re-works and re-thinks a memorandum.


A handbook for letter-writers. Includes principles of punctuation, diction, grammar, letter formats, and up-to-date practices.


A review of a conference held in Helsinki, Finland, on worldwide communications education.

Thayer, Lee O. *Administrative Communication*. Homewood, Ill.: Richard D. Irwin, 1961.**

_________. *Communication and Communication Systems*. Homewood, Ill.: Richard D. Irwin, 1970.**


Deals with some of the modern-day theories pertaining to the teaching of business communications in the secondary schools, colleges, and universities.


Concerns the effects of mass media communication systems on the environment and on people's lives. Includes a section on methods of stockpiling printed matter.


Discusses grammar, outlining, organization, and style. Deals with letters, memorandums, and short reports expected of engineers, scientists, and managers with science backgrounds.


An opinion-poll result of the importance of communication in satisfactory completion of the work of scientists, engineers, and technicians.

"Tooling Up for Better Company Communications." Steel, September 15, 1969, p. 58d.


Intended as an aid in the writing of technical and scientific papers but has much to offer to writers in other fields. A check-list of common errors is of particular value. Useful sections on tables, charts, graphs, and photographs.


Widely-accepted basic style manual for scholarly writing in economics, business administration, and the social sciences (except for anthropology and psychology, both of which have prescribed style guides).


An adaptation of A Manual for Writers, geared to undergraduate writing.


A textbook for technical personnel expected to write reports as part of their on-the-job requirements. Provides in-depth treatment of how to write technical reports and presupposes reader-background in grammar and mechanics of language.

Discusses business correspondence from a banker's viewpoint. Emphasizes that stilted language is no longer the image of the banking industry.


Suggests how to reduce time spent on business and technical writing. Advocates the use of dictating equipment as a means of expediting writing and describes some dictating pitfalls.

"How To Communicate with Managers." Industrial Research, April, 1970, pp. 56, 60-62.

Seven suggestions that can help researchers communicate successfully with management.


Establishes, or prescribes, a detailed format for technical reports prepared for submission to agencies of the U.S. Air Force.


Prescribes standard guidelines for the preparation of technical handbooks, specifications, and so forth, as well as guidelines for policies and procedures.


Specifies standard abbreviations for use by agencies of the U.S. Department of Defense when preparing technical drawings, illustrations, and literature.


Specifies terms and definitions applicable to microelectronic devices and techniques.


A handbook of format style which includes detailed information on punctuation, capitalization, handling of numbers, abbreviations, and so forth.

A guidebook on report-writing, aimed particularly at the needs of scientists and engineers.


A survey of the literature on group communication, 1958-65. Psychological and managerial literature shows that communication is a prime concern to both military and commercial establishments.


Oriented to the scientist and technician as an aid to writing reports understandable to the layman. It does not advocate the use of non-technical language but does insist on adherence to recognized conventions of writing as being essential to clear meaning.


Details how sloppy business writing can cost the firm time, sales, and goodwill.

Walsh, J. "Venturing Beyond the Pass." *Management Advisor*, May, 1972, pp. 32-34.**


Shows a sophisticated way of understanding communication in an organization by studying persons who draft messages. The extent to which such people possess authority, power, expertise, and sociability is discussed.


Comprehensive overview of what writers of technical manuals in industry must know and do. Directed primarily toward preparation of technical manuals for the U.S. Air Force, but equally applicable to other manual requirements.


Designed to be used with a library shelf of supplemental readings. Little how-to-do-it materials in the book, with emphasis on general principles and approaches.

Covers the broad scope of communication problems in business and industry and provides a review of the field up to this date. A reprinting of articles which originally appeared in Fortune: still good reading and excellent writing.


How-to-do-it cases, problems, outlines, and exercises for students needing this kind of instruction.


Emphasizes that the function of business writing is to convey meaning. Discusses ways to achieve readability.


Explores in some detail the relationship of writing style to readability.


Focuses on word choice as a function of both style and readability.


Stresses that instructions, written or oral, must be explicit and take into account the listener’s frame of reference.


Using a simple narrative, shows how aloofness and impatience can cause communication gaps.


Deals with indecisiveness and hesitation in communication, along with the importance of speaking effectively.


Expresses need for variety in writing style without sacrificing clarity and simplicity.

Word usage in communication and need for tactful selection of vocabulary particularly where criticism is involved.

A statement of the reasons why internal communications about corporate policies and programs need to be made explicit.


A textbook designed for students and professional technical writers, scientists, and engineers. Contains discussion problems and exercises which cover both technical report-writing and the advanced features of technical writing.

Serves as a guide for the scientist and engineer who feel they cannot write. The scope of the book is limited to technical correspondence; covers principles and applications of technical correspondence.

A complete, easy-to-use, up-to-date reference manual on grammar and usage, along with the conventions of office procedure. Also includes the latest information on postal technicalities.

Whalen, J. J. "Your Letters As Self-Portraits." Office, April, 1961, pp. 84-85.**


The title is entirely descriptive of the approach and content.

A humorous exchange of memorandums illustrating the engineer's plight regarding the writing of technical articles. The engineer is damned if he does write technical articles and damned if he doesn't! A reprint of the article appears in the August, 1966 issue of Naval Engineers Journal.

A well-done early text, treating the subject of letters and reports thoroughly.

Another early pace-setter dealing with the subject of letter-writing.

A collection of readings on the subject.

Discusses the importance of style and adaptation in business writing. Suggests how these should be taught.

Another full treatment on the subject of letter-writing and reports. The third edition deals with fundamentals of communication as these specifically apply to business and industry, in terms of background and skills which the student is expected to bring with him to his position.

This article, by a staff-writer, deals with job resumes—their importance, structure, and hints on do’s and don’ts in writing resumes.

Witte, Arthur E. “Organizing To Write.” _Journal of Accountancy_, CXXXIV (September, 1972), 105-6.
Suggestions for those who find writing difficult.

Discusses the problem of defining the term, “colloquial,” but offers several examples.

A very useful handbook dealing with idiomatic use of prepositions after verbs, adjectives, verbal nouns. Also includes idiomatic phrases introduced by prepositions.

Aimed primarily at non-native speakers of English, based on verbal com-
pounds whose meanings could not easily be deducted from a knowledge of the normal meaning of the constituent words.

Article deals with how to improve the quality of one's messages.


Five major problems that can be conquered through effective communications.


Illustrates how to write clearly, read accurately and rapidly, and speak convincingly. Includes exercises to enable the reader to put into use principles of effective communication.


Article deals with improving upward, downward, and lateral communications between employers and employees.