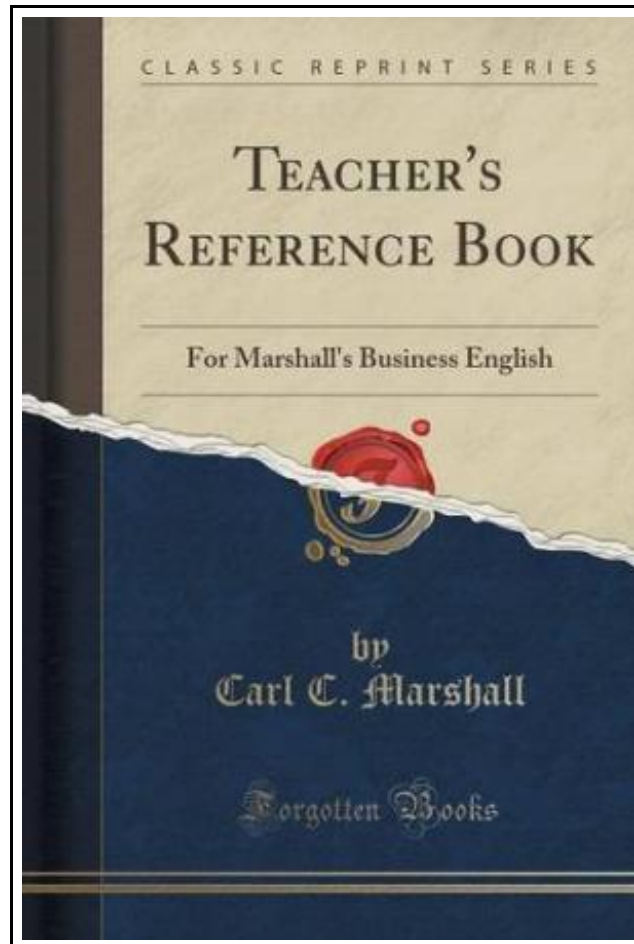


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Teacher s Reference Book: For Marshall s Business English Language affords the means as well as the evidence of intelligence. Whoever acquires the knowledge and use of a new word, acquires, also, the idea for which that word stands, and adds that much to his mental capital. The mind, like the body, grows by what it feeds upon, and it gains in strength by the clear thinking that finds expression in correct and exact language. Long ago Lord Bacon gave expression to these basal truths in his famous observation: Reading make a full man, conversation a ready man, and writing an exact man. No other educational requirement has so much to do with ones personal success, as the ability to speak and write ones mother tongue effectively. Throughout our country, and in all departments of business and professional life, there is a pressing call for men and women who have been trained to the ready use of good English. No commercial house wants a traveling representative who cannot present his business intelligently and correctly. A man who cannot write or dictate a letter expressed in clear language and in correct form, will rarely be entrusted with the management of a business enterprise. Ones intelligence is estimated by the way he uses language, just as his social position will be inferred by the kind of clothes he wears. The man who dresses like a tramp will be taken for a tramp, and the person who speaks inaccurately and ungrammatically, or writes a letter containing errors in spelling, grammar, punctuation, etc., will be taken for an ignoramus and, usually, with entire justice. These thoughts are offered in...



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