

**A PROJECT BOOK  
IN  
BUSINESS ENGLISH**

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A Project Book in Business English by Luella Bussey Cook

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**LUELLA BUSSEY COOK**

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# A PROJECT BOOK IN BUSINESS ENGLISH

BY

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TO  
E. A. C.

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## POINT OF VIEW

THIS book is designed especially for high school students who expect to enter business. It does not pretend, however, to be a technical study of so-called Business English. The author rejects the implication made by many writers of business texts that the existence of business terms and business jargon justifies the isolation of "Business English" as an essentially different English. On the contrary, the author assumes that English in business is essentially like English out of business; that no more than we define as a thing apart doctor's English or carpenter's English, because each has its particular terminology, should we, either by implication or directly, demarcate Business English. To do so creates in the mind of students of business a pseudo-technical distinction which makes them content with an artificial and stilted language. Such a language habit defeats the real aim of a course in English for commercial students, namely to teach facility in original expression and judgment in meeting the situations of business life.

Business to-day calls out for originality, for imagination, for creative ability, and the kind of English which will serve it best is the English which evinces these qualities. Correctness is but the minimum requirement. The stenographer who aspires to be a secretary, the clerk who aims to become a buyer, the assistant who hopes to write advertisements, must write and talk above the level of mere formal correctness. Such ambitious persons must have a vocabulary which will lift them out of the patter of the commonplace, must know how to make sentences that break away from the tedious dog-trot of the dull, must have at least

the rudiments of a *style* which is not the style of "hum" and "haw." The aim of this text is to suggest means of developing in the student something more than technical correctness.

Further, this text deals with business as a high school pupil sees it. It does not pretend to teach a pupil how to write letters that an employer would write or to solve business problems that only business men of experience would be able to solve. It aims to use large business principles and simple student facts; to teach these principles from material in the lives of the students.

The text is designed for advanced high school students whose previous training has taught them the basic facts of composition. Consequently, what space has been given to punctuation and grammar aims to stimulate enthusiasm for self-improvement and to suggest practical ways of self-help, rather than to provide again for the endless "review." Teachers from the grades to the graduate schools complain that students of composition are inaccurate. Students do habitually ignore in practice what they learn in theory. The author believes that one effective way to fight inaccuracy is to stop nagging and repeating — a teacher's habit — and to assume and demand — a business habit. Red ink corrections are less impressive than a staunch refusal to accept manuscripts not up to the highest standard which can be demanded from a particular class. This text, then, in so far as it deals with the rudiments of composition, aims to apply the business man's methods to the classroom and so to accustom the student to these methods as to lessen the jar felt by youth in passing from the tender discipline of the classroom to the sterner discipline of the business office.