Strategic Business Letters And E Mail

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working at an international level often means having to communicate in a foreign language how much difficulty and stress does this create in your daily life writing effective e mails in our native language is challenging enough the difficulty in another language is obviously magnified the quantity of time we spend writing e mails in a foreign language often exceeds the quality of the message we actually send we all know that it takes twice as long and even longer to write something in another language don t we i know well i can assure you it is the same for me in italian no matter how fluent we are in a second language we always worry about embarrassing ourselves and not giving our usual professional image when we communicate to our customers and business in a language that isn t ours one of the most time consuming yet important tasks that we have to do each day is to go through our inboxes that overflow with messages that

require responses urgent and non precious time is taken away from the activities and results we have to produce while we worry and feel frustrated about making mistakes creating misunderstandings and not being able to express ourselves in the same way as we can in our own language with the amount of e mails we have to deal with on a daily basis even seemingly unimportant e mails become much bigger obstacles than they should be all this frustration leads us to build up even more stress in our work learning to write in english however does not have to be painful and stressful this book has been specifically created with you in mind it aims to help you to become more competent and confident in writing e mails in english have at your disposal all the basic key expressions and phrases you ll need express yourself clearly simply and concisely write organized focused and effective e mails avoid writing unnecessary e mails obtain the results information or action you require more effectively and promptly this practical and informative book offers indispensable guidance for writing simple short and organized e mails in english it is full of useful and valuable information and advice on e mail communication and structure it contains lots of essential formal and informal functional phrases and expressions in english it consists of five modules each one focusing on different components and structure of an email key functional language phrasal verbs and useful and practical activities have been incorporated to help you immediately repeat practice and consolidate the language and concepts introduced in each module there are over 34 practical activities for you to complete and lots of practical rules for you to have available whenever you need them this e workbook offers you structure and a 7 point framework to follow 1 identify your audience 2 identify the purpose of your e mail 3 write a suitable subject line 4 select an appropriate greeting and opening phrase 5 say why you are writing 6 select an appropriate closing phrase and sign off 7 check your e mail for errors and style then push the send button it s as simple as this obviously you have to add the relative personal content time dates official data etc i can t give you this information but along with checklists sample e mails useful reference data and punctuation and spelling tools you have everything you ll need in order to be able to easily write effective and focused e mails in english finally no more stress

it s your job to make email safe where do you start in today s national and global enterprises where business is conducted across time zones and continents the e in email could stand for essential even more critical is rock solid email security if you re the person charged with implementing that email security strategy this book is for you backed with case studies it offers the nuts and bolts information you need to understand your options select products that meet your needs and lock down your company s electronic communication systems review how email operates and where vulnerabilities lie learn the basics of cryptography and how to use it against invaders understand pki public key infrastructure who should be trusted to perform specific tasks how pki architecture works and how certificates function identify ways to protect your passwords message headers and commands as well as the content of your email messages look at the different types of devices or tokens that can be used to store and protect private keys

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this brother and sister team combine the talents of the pr pro with that of the computer guru to lay out some simple guidelines on how to get a message across effectively in clear language and how to make the most of e mail technically to achieve a user s purpose

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this title provides readers with a practical system for handling everything that comes in and leaves their companies computers from transaction details to confidential documents it helps businesses consider e mail as a critical business tool and to maximize the effectiveness of their system

manage information overload to save time and money e mail is one of the most useful and efficient business applications ever developed however many people today dread the chore of sorting through an inbox crammed with messages that don t concern them and spam they don t want in fact research shows that north american office workers waste up to twenty hours every week sorting and managing their e mail messages causing more productivity loss than gain finally there s a straightforward guide dedicated to helping workers and organizations tame the e mail monster and take back their time managing your e mail is a simple accessible reference for workers and organizations that want to get the most out of this ubiquitous and sometimes overwhelming method of communication with new strategies for dealing with e mail inefficiencies and practical tips on getting and staying organized it will free up hours of time each week for what s really important it examines the categories and patterns of e mail misuse and presents practical research based explanations solutions and quick tips on topics such as best practices for responding to e mail when to choose more traditional communication methods over e mail how to structure an e mail for high impact how to craft more readable and understandable messages legal pitfalls to avoid common e mail myths how to reduce e mail volume in your organization

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e mail essentials is a complete guide to the basics of electronic mail the ubiquitous message serving network that is revolutionizing corporate and personal communication the book is suitable for both the casual e mailer and the network manager as it covers everything from the installation of e mail to the maintenance and management of e mail hubs and message servers the book explains the fundamental concepts and technologies of electronic mail featuring chapters on lotus applications and compuserve as well as information on upgrading automation message based applications and user training e mail essentials is a step by step jargon free guide that will enable the e mail user to get the most out of the communication potential of network messaging book includes step by step exposition of electronic mail design budgeting and deployment fundamentals with practical tips for avoiding common pitfalls emphasis on product and protocol specific information such as compuserve and lotus to help e mail users with specific application problems checklist of e mail software features and functions to help users choose the best package for their particular needs chapters on hands on user training troubleshooting and maintenance and disaster prevention and recovery and resource guide with vendor lists for all hardware and software products and services mentioned book jacket

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