

135 Tips on Email and Instant Messages: Plus Blogs, Chatrooms, and Texting (Paperback)



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Reviews


This book is wonderful. It really is written in easy words and never difficult to understand. I am quickly can get a satisfaction of reading a created ebook.
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HOUGHTON MIFFLIN, United States, 2008. Paperback. Book Condition: New. 173 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.This latest title by business-writing expert Sheryl Lindsell-Roberts offers up-to-the-minute advice on writing electronic messages that are polished, polite, and effective. In her signature no-nonsense style, she shows how effective electronic communication can jump-start your business, advance your career, and expand your social network. 135 Tips on Email and Instant Messages addresses issues such as how libel and copyright laws apply to the Internet, using proper etiquette, and organizing a cluttered in-box. Lindsell-Roberts imparts a sense of humor to practical tips such as "don't glut cyberspace with digital dross" and "know what isn't appropriate for company email" and "eliminate thoughts that don't add value; don't leave your harried readers to extract the hidden kernels." She offers convenient phrases that can be used verbatim (including subject lines proven to entice readers) and immediate solutions to common problems (including five ways to personalize an email to a large distribution that will increase the response rate). Informative and entertaining, this handy resource is packed with valuable information for anyone who wants to communicate electronically with confidence and competence.

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