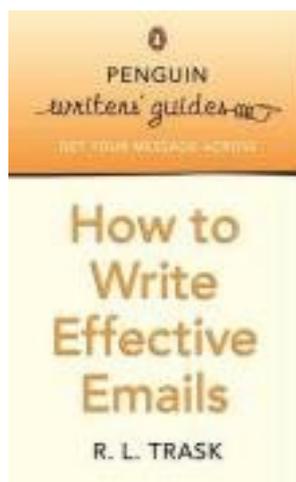


How to write Effective Emails



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著者:R. L. Trask

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Book Description

The Penguin Writers' Guides series provides authoritative, succinct and easy-to-follow guidance on specific aspects of written English. Whether you need to brush up your skills or get to grips with something for the first time, these invaluable Guides will help you find the best way to get your message across clearly and effectively. Many of us are spending more and more time using emails, especially at work. This practical guide steers you through all the basics and 'netiquette' of emailing strangers, business contacts and colleagues: from setting up an email account, presentation and formatting of your emails to how to avoid offensive blunders and the legal issues surrounding this kind of writing. It offers indispensable guidance for simple and direct writing - including cultural differences, appropriate language and common pitfalls - so that your emails give the best possible impression.

Book Dimension

length: (cm)17.8width:(cm)11.1

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