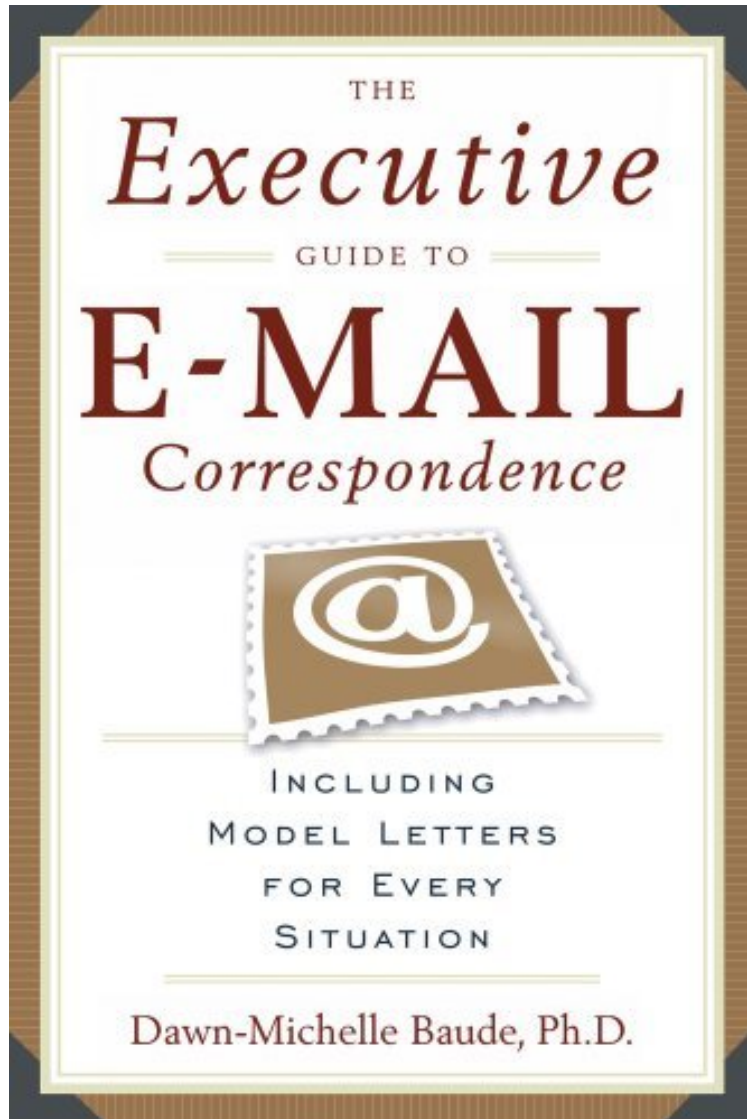


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The Executive Guide to E-mail Correspondence: Including Model Letters for Every Situation

Dawn Michelle Baude

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Sit down at the keyboard and cinch that deal! Press the send button and get the account! Writing skills are more important than ever in determining business success. They can make the difference between climbing the corporate ladder and getting stuck on a low rung. An e-mail that's clear, concise, and targeted will get more than just a response; it will get results...including your boss's attention! No matter what the business or sector, top communication skills are in major demand. Why? Because businesses are bogged down with e-mails that are too long, wordy, and unclear. Instead of wasting time rewriting, clarifying, and still miscommunicating, write it once, write it right, and get the job done the first time. The Executive Guide to E-mail Correspondence will show you how to rapidly transform basic writing skills into global communications expertise. Geared to the computer-toting professional with little patience for instructions and explanations, The Executive Guide to E-mail Correspondence fills the gap between academic training and real-world writing by providing you with a range of E-mail templates that you can instantly adapt to your business needs. Written in a fresh and lively, here's-how style, The Executive Guide to E-mail Correspondence: - Demonstrates the hallmarks of effective business E-mails. - Features ready-to-use organizational plans. - Presents quick and easy editing techniques. - Furnishes before-and-after editing models. - Focuses on the do's and don'ts of proficient E-mails. - Supplies practical writing tips and tricks. The Executive Guide to E-mail Correspondence is a must-have book for anyone who wants to fast-forward his or her career in any business or industry.

Baude offers a wealth of examples, tips, and discussions of style, language and formatting.... We think it one of the two or three best works we have read on electronic communication. --Jeffrey Barlow, Director, Berglund Center for Internet Studies. From the Back Cover "There's only one book my reports can read to improve their writing--and this is it." -Carl Belding, Senior Vice President and Chief Legal Officer, Nokia "The Executive Guide to E-Mail Correspondence is an uncommonly insightful book in synch with the reality of business communications. If everyone followed the advice in this book, we'd have fewer documents to go through. Instead of wasting time decoding email, we could have more time to increase the competitive edge." Fabio Moretti, Former IBM Associate Legal Counsel. About the Author Dawn Michelle Baude is an international corporate speaker specializing in global communications. She has lectured throughout Europe and Asia to businesses and alumni groups alike. An accomplished professional, she has written copy for Gucci perfumes and feature articles for Reader's Digest and Vogue. She also co-authored a self-help best-seller, *Savoir Dire Non* (Flammarion 2006). In 2000, she began working as a writing consultant for IBM Corp. She holds an M.A., an M.F.A., a D.E.A. and a Ph.D. in English. A 2005-06 Senior Fulbright Scholar in Creative Writing, she teaches at the American University of Paris.