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Titolo	Email and Commercial Correspondence : A Guide to Professional English // by Adrian Wallwork
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ISBN	1-4939-0635-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (170 p.)
Collana	Guides to Professional English
Disciplina	808.042802465
Soggetti	Success in business Occupations Popular works Careers in Business and Management Popular Science, general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Email Addresses -- Subject Lines -- Initial Salutations -- Introductions and Final Salutations -- Making Requests -- Replying to Requests -- Chasing and Being Chased -- Reviewing Documents -- Ensuring Better Communication By Using a Soft Approach -- Recognizing Level of Formality -- Punctuation and Capitalization -- Sending Attachments -- Business Letters -- Planning and Structuring, Avoiding Mistakes in Your English -- Abbreviations, Acronyms and Smileys -- Useful Phrases: Generic -- Useful Phrases: Commercial.
Sommario/riassunto	If you write emails and letters as part of your work, then this book is for you. By applying the suggested guidelines, you will stand a much greater chance of getting the desired reply to your emails in the shortest time possible. Some of the key guidelines covered include: Write meaningful subject lines - otherwise recipients may not even open your mail. Always put the most important point in the first line - otherwise the reader may not read it. Be concise and only mention what is truly relevant. Write the minimum amount possible - you will also make fewer mistakes! Be a little too formal than too informal - you don't want to offend anyone. If you have two long important things to say, say them in separate emails. Give clear instructions and reasonable

deadlines. If you need people to cooperate with you, it is essential to highlight the benefits for them of cooperating with you. Empathize with your recipient's busy workload. Never translate typical phrases literally - learn equivalent phrases. The book concludes with a chapter of useful phrases. There is also a brief introduction for trainers on how to teach Business / Commercial English. Adrian Wallwork is the author of over 30 books aimed at helping non-native English speakers to communicate more effectively in English. He has published 13 books with Springer Science+Business Media. Other books in this Professional English series: CVs, Resumes, and LinkedIn User Guides, Manuals, and Technical Writing Meetings, Negotiations, and Socializing Presentations, Demos, and Training Sessions Telephone and Helpdesk Skills.
