



Email and Commercial Correspondence: A Guide to Professional English (Guides to Professional English)

By Adrian Wallwork

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Email and Commercial Correspondence: A Guide to Professional English (Guides to Professional English) By Adrian Wallwork

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.

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Editorial Review

From the Author

Hi, This book is intended for those who work in commerce or industry. If you are an academic, a researcher, or a student at university, then a much more useful book is "English for Academic Correspondence and Socializing" (also written by me and published by Springer).

I hope this series of books will help you to enjoy your job more and to carry it out more effectively. Happy reading!

From the Back Cover

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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

About the Author

Wallwork, a native English speaker from the UK, has 25 years of experience teaching English at various IT companies in Pisa, Italy. He has published 13 books with Springer Science+Business Media.

Users Review

From reader reviews:

Christopher Ray:

This book untitled Email and Commercial Correspondence: A Guide to Professional English (Guides to Professional English) to be one of several books that will best seller in this year, that is because when you read this reserve you can get a lot of benefit on it. You will easily to buy that book in the book store or you can order it through online. The publisher on this book sells the e-book too. It makes you quicker to read this book, as you can read this book in your Smartphone. So there is no reason for you to past this e-book from your list.

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