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What can *Effective E-Mail Made E-Z* do for me and my company? \$21.95*

The team that developed *E-Mail Made E-Z* polled businesspeople about their experience with e-mail. Here are some of their responses:

- "We came to realize that our company's image rests with every employee who writes or answers e-mail."
- "We spend a lot of time opening and reading e-mail. If the message is clear, this is time well spent. But when the messages require further e-mails to explain the original e-mail, time is wasted."
- "I often wonder: Should I use a greeting? If so, what kind of greeting? I usually use Sincerely for my closing, but I notice that most of the international e-mails close with Regards. Should I use Regards?"
- "If I'm sending an e-mail to Sweden, do I write dates like we do here in the United States, or should I write them like they do in Sweden?"
- "Right now our biggest need is to learn how to use e-mail to better manage our teams of workers. Our second challenge is to implement an e-mail policy."

E-mail is still a relatively new tool, but everyone agrees it has the power to change a business quickly—for better or for worse. The biggest challenge most businesses face is to help every employee learn to write clear, professional e-mails that uphold the company's image and produce the desired results.

*Free shipping for a limited time! (Continental United States only) UPS Ground only, expedited shipping is extra.

