

Enviar. Manual de estilo del correo electronico (Spanish Edition)

David Shipley



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Email, call, fax, or just show up? What s the crucial-and often overlooked-line in an email? What s the best strategy when you have sent a potentially career-ending electronic bombshell? Enter Send -an absolutely e-ssential guide that shows how to write the perfect email and identify the numerous (but not always obvious) times when an email might land you in hot water (or even jail!). Description in Spanish: Repleto de trucos e instrucciones practicas, Enviar es una fuente inagotable de recursos para cualquier persona que use el correo electronico en casa o en la oficina. El efecto de desinhibicion que tiene la red nos ha llevado a todos alguna vez a enviar mensajes inadecuados, demasiado familiares o formales, y fuera de tono. En la epoca en que se escribian cartas -una practica en vias de extincion-, teniamos todo el tiempo del mundo para releer y reescribir antes de cerrar el sobre, y las cartas incendiarias eran mucho menos frecuentes que los correos electronicos ofensivos. Este ingenioso manual proporciona las orientaciones esenciales para problemas tan vitales como el uso del "envio de copia", la eleccion entre "responder" a secas o "responder a todos", el peligro del asunto "urgente" (que termina recordando al cuento de Pedro y el lobo) y la seleccion del titulo adecuado, el saludo, la despedida o la manera de disculparse. En resumen, una obra absolutamente esencial para comunicarse correctamente en cualquier situacion a traves del correo electronico.

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