



E-Writing: 21st-Century Tools for Effective Communication

Dianna Booher

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Are you guilty of e-mail "trigger finger"? Do you constantly "cc" people you never even see? What are today's rules for conducting business over the Internet? Now, *The Elements of Style* meets "the Miss Manners of memos" in the ultimate writing guide for the digital age.

In an era when written communication in the workplace is more crucial than ever, at a time when many professionals all but completely eschew face-to-face dealings, **E-writing** is poised to become the new bible of business writing. Accessible and inviting, this Web-savvy "how-to" book promises to transform anxious e-mail hacks and mediocre memo writers into eloquent electronic scribes in no time at all.

Inside, you will learn how to:

1. combat counterproductive e-mail habits
2. write authoritatively and persuasively, with a clear message that generates quick action
3. handle e-mail and letter correspondence efficiently and effectively
4. select an appropriate style for the audience you're addressing
5. heighten your professional image, self-confidence, and career prospects.

Practicing what she preaches, award-winning communicator and bestselling author Dianna Booher writes in a refreshingly straightforward style and has organized *E-writing* to make on-the-spot referencing a snap. Keep it handy; refer to it often -- and your online mailbox will never be the same again.



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