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Email â€" the New Form of Business Communication[Mark Bennett](#)

Article published on March 22nd 2012 | [Communication](#)

Email is a widely used form of business communication which is a highly effective communication tool. It is also inexpensive as you only require a normal

internet connection like Time Warner Internet.

Besides that even though the printout of the email is possible, people still use it as soft copy as archiving and retrieving email communications are very

easy to do. From the top management to the janitor and even temporary employees of the organization can send and receive email communications.

Now one of the basic functions of email is that although it cannot replace all the kinds of face to face communication and even other forms of

communication, but it is still used as a source of communication. Internal email usage helps to cover many areas within the business. Not only that, it can

function as an effective form of communication. You can use it for sharing basic information such as new cafeteria food prices, changes in the work

procedure, security precautions, etc.

Seriously, sending simple messages to an entire workforce with just a click of the mouse is efficient, fast, easy, and saves money. Also the email

functions as a proof of a message sent or received and it is very much easily accessible to remind the recipient of the pertinent information. Nowadays,

many of the business organizations are using email as part of their marketing efforts to share information with customers and vendors.

Another important thing that you must keep in mind while writing an email is that the content of it should be concise and up to the point. Always try to

use plain text and common fonts. Usually fancy graphics, fonts, backgrounds, etc take up necessary storage space in the recipient's inbox. It will make the

inbox to load slowly or not at all. Whenever you are writing a business email try to stick to one topic and write only the things that are appropriate for

everyone to read.

Sometimes the email can be forwarded making it possible for originally uninterested parties to receive the email. Having a proper grammar and spelling is

very crucial in business emails as it reflects on you and your abilities. Even if you are sending attachments should be prepared in the format that any

recipient can easily access or download.

Also whether you are sending an internal or external email, the subject line that you write should accurately represent the main content of the email. When

you want to make important information stand out from the rest of the content, use proper punctuations, capitalization and use bold, italics and white

spaces.

It is ethical to use salutations when beginning the email and send it to individuals that ready need or requested for the information. The most important

thing is that business emails should be brief, positive and professional.

But using email in business has its own disadvantages. In regard with communication, email in business communication is certainly less personal than face

to face communication. Also there are chances that it can hinder social interactions and lead to less relationship building in the workplace.

Besides that, misunderstanding will be common especially in written communication because the recipient cannot read the writer's tone and expression and

therefore it is left to the interpretation of the reader. Even though email can be quite informal, it is also a permanent record that has to be treated

carefully.

In short, email has revolutionized the world of business communications because information gets quickly passed along with the instantaneous efficiency and

effectiveness. The use of email within a business can greatly increase the productivity for employees and can be a quick way to increase the sales as well.

Nowadays, more companies are using email communications as a part of the marketing mix to communicate and interact with the targeted markets.

Article Source:
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Mark Bennett - About Author:
Being a freelance writer and active blogger, Mark likes to share his thoughts with the rest of the world and to sources out some great services that of a Time Warner Internet. According to him business email is an important and effective tool of communication in an organization.

Article Keywords:
Time Warner Internet, Internet, business