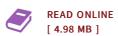# Email for Business Handbook

By O'Shea, Peter (Editor)

TMTE Group, Sydney, 2000. Paperback. Condition: New. Everything every business needs to know about e-mail. E-mail is the main reason people log on to the Internet and, along with e-commerce, its use is exploding the world over. It is used by 92% of Australian businesses with Internet access to communicate with clients, customers and other business contacts and its benefits are impressive. It can cut costs and improve relationships with customers while targeted e-mail campaigns deliver a better response than traditional direct marketing. However, there are management, legal and security risks inherent in its use. And unsolicited e-mailing is fast becoming a highly unethical business practice. The Email for Business Handbook aims to illuminate these issues as this potent tool revolutionises the way we all do business, discussing: Key facts and figures business-minded readers need to know. Spamming (unsolicited e-mailing) and how not to fall into the trap. How to drive business using "opt-in" permission e-mail marketing. How to manage your e-mail traffic. Why a corporate e-mail policy is important and what it should include. How to protect your computer and e-mail against viruses and hackers. All about privacy policies and what a good one should include. How to build...

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