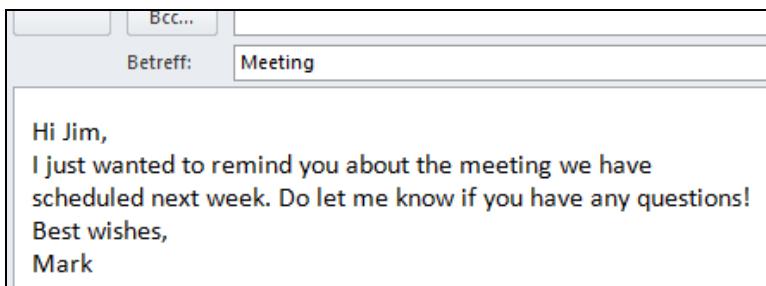


Handout 9

Writing e-mails¹

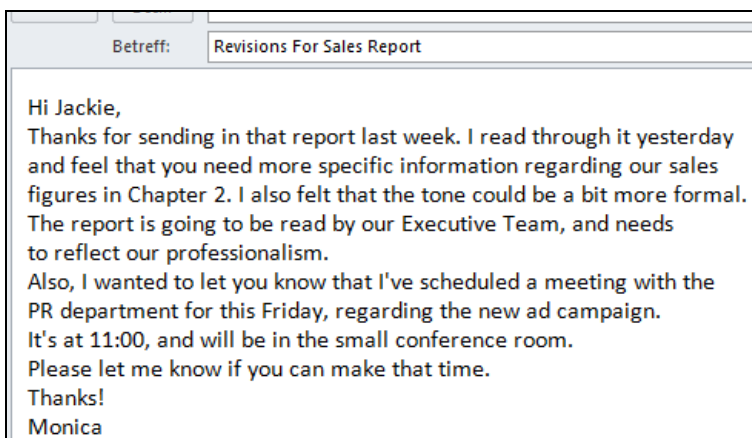
Please comment on the following e-mails: Did the e-mail writer perform a good job?

E-mail: #1



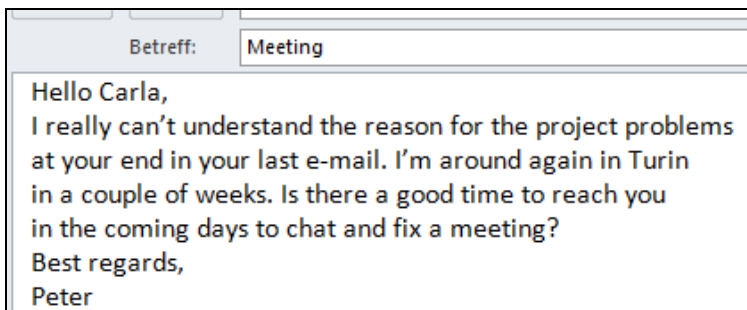
Comments:

E-mail: #2



Comments:

E-mail: #3



Comments:

¹ Based on: <https://www.youtube.com/watch?v=JjgWiJnGS5g&t=12s> (last access Apr 30, 2022)

Writing E-mails across cultures

Example in a relationship-oriented culture

Betreff:	Kick-off
<p>Hi Peter, how are you doing? Still travelling a lot? Bet it's getting tiring with all those meetings. Anyway, take care. Looking forward to seeing you at the meeting tomorrow.</p> <p>Just a quick question: do you want me to kick off the presentation of the last quarter results, or do you want to take the lead? If you want people to understand the big picture, maybe I should do it. Not sure.</p> <p>Cheers, Jackie</p>	

Example in a task-oriented culture

Betreff:	Kick-off
<p>Dear Peter,</p> <p>Do you want me to kick off the presentation of the last quarter results? If you want people to understand the big picture, I think I should do it.</p> <p>Best regards, Jackie</p>	

What are some typical elements?

	Relationship-oriented Cultures	Task-oriented Cultures
Style		
Frequency		