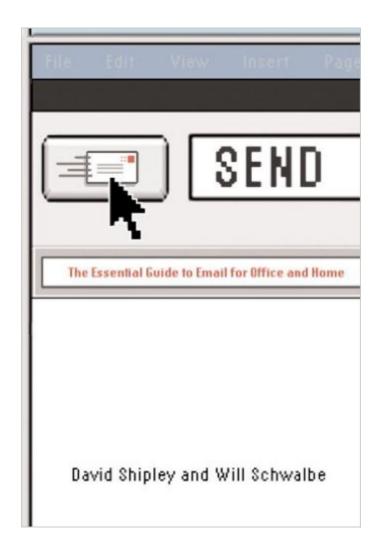
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Send: The Essential Guide To Email For Office And Home





Synopsis

When should you email, and when should you call, fax, or just show up?What is the crucialâ "and most often overlookedâ "line in an email?What is the best strategy when you send (in anger or error) a potentially career-ending electronic bombshell?Enter Send. Whether you email just a little or never stop, use a desktop or a handheld, here, at last, is an authoritative and delightful book that shows how to write the perfect emailâ "at work, at school, or anywhere. Send also points out the numerous (but not always obvious) times when email can be the worst option and might land you in hot water (or even jail!). The secret is, of course, to think before you click. Send is nothing short of a survival guide for the digital ageâ "wise, brimming with good humor, and filled with helpful lessons from the authorsâ [™] own email experiences (and mistakes). In short: absolutely e-ssential.

Book Information

Hardcover: 247 pages Publisher: Knopf (April 10, 2007) Language: English ISBN-10: 0307263649 ISBN-13: 978-0307263643 Product Dimensions: 5.3 x 1 x 7.5 inches Shipping Weight: 12 ounces Average Customer Review: 4.1 out of 5 stars Â See all reviews (58 customer reviews) Best Sellers Rank: #559,148 in Books (See Top 100 in Books) #60 in Books > Computers & Technology > Software > E-mail #62 in Books > Computers & Technology > Networking & Cloud Computing > Network Administration > Email Administration #461 in Books > Business & Money > Skills > Business Writing

Customer Reviews

Shipley and Schwalbe focus on tone. They remind us that communication in person, and to a lesser degree on the telephone, carries with it far more information than words on a screen. Tedious volumes have been written on nuance conveyed by the angle of the speaker's eyebrows, and most people seem to have picked up the concept somewhere. To counteract email's lack of tone, though, Shipley recommends inserting emoticons, those annoying little graphics meant to suggest smiley faces or winks.Perhaps more helpful are the suggestions to stop, read, and think before hitting the "Send" command: Check your spelling, punctuation and word choice - is your meaning clear? Cut the fluff. Consider your position in relation to the recipient. Avoid frivolous requests or demands.

Understand that everything you write can be permanently saved, searched, and sent to others. Learn how to clean up your hard drive, but understand that corporate backups retain copies of every document and porno pic you've ever sent or received -- except for that one essential document you need.S & S give much attention to the "To," "Cc" and "Bcc" lines. Here's a helpful suggestion: "Never forward anything without permission, and assume everything you write will be forwarded." When responding to an email addressed and/or copied to a group, should you "Reply" or "Reply all"? The social and political ramifications of such questions get quite a few pages.The emotional content of email gets some ink too. Flame wars are discussed, as well as the wisdom of using email to fire employees or initiate divorce proceedings. The authors argue convincingly that some messages are best delivered in person, despite the personal risk.

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