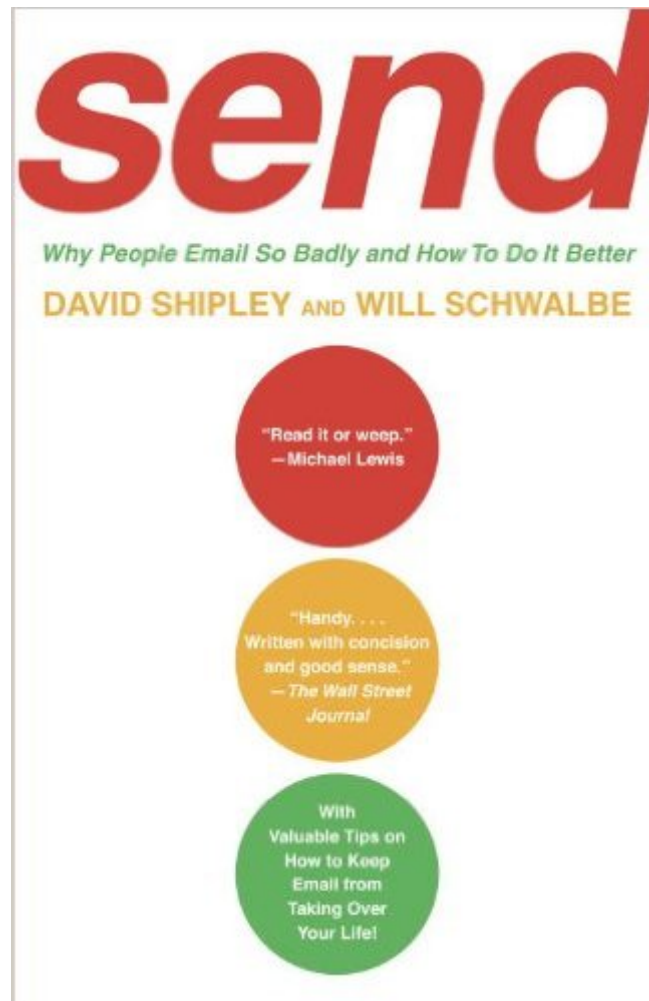


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# SEND: Why People Email So Badly And How To Do It Better



## Synopsis

Send "the classic guide to email for office and home" has become indispensable for readers navigating the impersonal, and at times overwhelming, world of electronic communication. Filled with real-life email success (and horror) stories and a wealth of useful and entertaining examples, Send dissects all the major minefields and pitfalls of email. It provides clear rules for constructing effective emails, for handheld etiquette, for handling the "emotional email," and for navigating all of today's hot-button issues. It offers essential strategies to help you both better manage the ever-increasing number of emails you receive and improve the ones you send. Send is now more than ever the essential book about email for businesspeople and professionals everywhere.

## Book Information

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## 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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