

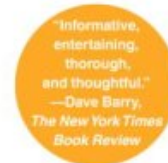
**SEND: WHY PEOPLE EMAIL SO BADLY AND
HOW TO DO IT BETTER, REVISED EDITION
BY DAVID SHIPLEY, WILL SCHWALBE**

send

Why People Email So Badly and How to Do It Better

DAVID SHIPLEY AND WILL SCHWALBE

REVISED EDITION



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Send—the classic guide to email for office and home and an instant success upon its original publication—has become indispensable for readers navigating the impersonal, and often overwhelming, world of electronic communication. Filled with real-life email success (and horror) stories and a wealth of entertaining examples, Send reveals the hidden minefields and pitfalls of email. It provides clear rules for handling all of today's thorniest email issues, from salutations and subject lines to bcc's and emoticons. It explains when you absolutely shouldn't send an email and what to do when you've sent (in anger or in error) a potentially career-ending electronic bombshell. And it offers invaluable strategies to help you both better manage the ever-increasing number of emails you receive and improve the ones you send.

In this revised edition, David Shipley and Will Schwalbe have added fresh tales from the digital realm and a new afterword—"How to Keep Email from Taking Over Your Life," which includes sage advice on handheld etiquette. Send is now more essential than ever, a wise and witty book that every businessperson and professional should read and read again.

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Features

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Most helpful customer reviews

0 of 0 people found the following review helpful.

Hillary Clinton wanted this book, I want to know why!

By Patricia Tumlin

Full disclosure, haven't read the first page. I saw this book title & author name as the book Hillary Clinton was asking about getting for her email problems. I wanted to be able to say, that yes, I have THAT (relatively unknown) BOOK that everyone is talking about.

I'll get around to checking out its wisdom, as I know only enough to get by.

Which I'm guessing was HRC's dilemma.

1 of 1 people found the following review helpful.

Makes you think twice before writing an email

By A dad

This is a very short book, especially considering font. It packs an important message. This message is extremely difficult to permanently learn. It's this: there's something about email that draws us in and makes us use it when we shouldn't.

Email is so pervasive and powerful that warnings tend not to change behavior for long. It's usually easier to email than call, and sometimes easier than simply not emailing. In this book, authors Shipley and Schwalbe explain in sufficient detail the limitations and perils of email as a communication medium. This is what we should keep in mind while we enjoy the great benefits of email.

If it were easy to control our emailing habits, the media wouldn't be filled with email stories concerning the

rich, famous and powerful. Send addresses lessons that aren't easy to learn in a permanent way. While Send is not my book for organizing email, it has the best approach I've seen concerning problems of email as a communication medium.

0 of 0 people found the following review helpful.

This "IS" likely used as a corporate training guide to ...

By Chris E. Thompson

This "IS" likely used as a corporate training guide to email usage. It's also clear why Hillary had a copy of it 'rush' delivered to her after Benghazi and while using her 'private' email server. While not the comprehensive guide one might expect on 'security', it does cover the PC use of email in the professional environment ad nauseam.

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