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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 crucial "and most often overlooked" 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 email "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 age "wise, brimming with good humor, and filled with helpful lessons from the authors' own email experiences (and mistakes). In short: absolutely essential.

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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