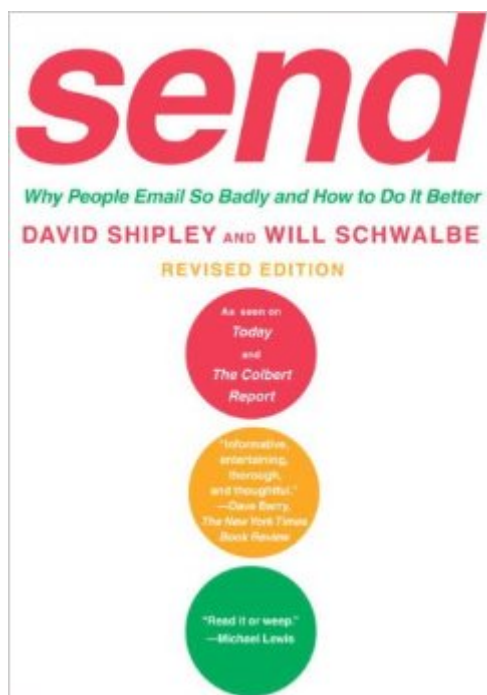


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# Send: Why People Email So Badly And How To Do It Better, Revised Edition



## Synopsis

Send is the classic guide to email for office and home and an instant success upon its original publication. It 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.

## 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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