SEND: Why People Email So Badly and How to Do It Better

By David Shipley, Will Schwalbe

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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.

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SEND: Why People Email So Badly and How to Do It Better By David Shipley, Will Schwalbe Bibliography

- Sales Rank: #154079 in Books
- Published on: 2010-08-24
- Released on: 2010-08-24
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .83" w x 5.10" l, .65 pounds
- Binding: Paperback
- 288 pages

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Editorial Review

Amazon.com Review
An April 2007 Significant 7 Editors' Pick: Funny, engaging, and oh-so-practical, *Send* is the ultimate etiquette handbook for email, making David Shipley and Will Schwalbe the "Miss Manners" resource for the digital age. Full of practical insights, *Send* is an invaluable resource for anyone who uses email, and is guaranteed to help you "think before you click." We are not the only fans of this important book. We asked psychologist, science journalist, and bestselling author Daniel Goleman to read *Send* and give us his take. Check out his exclusive guest review below. *--Daphne Durham*

Guest Reviewer: Daniel Goleman

Daniel Goleman is an internationally known psychologist who lectures frequently to professional groups, business audiences, and on college campuses, and is the author of many bestselling books, including *Emotional Intelligence* and most recently, *Social Intelligence*.

Poor Michael Brown. During the darkest days of the Hurricane Katrina debacle, Brown, then director of FEMA, the agency that so badly bungled the rescue efforts, sent this email: "Are you proud of me? Can I quit now? Can I go home?"

Emails can come back to haunt us--any of us. Few among us have mastered this medium, and only slowly are we realizing its dangers.

From the earliest days of email people "flamed", sending off irritating or otherwise annoying messages. One explanation for the failure to inhibit our more unruly impulses online is a mismatch between the screen we stare at as we email, and the cues the social circuits of the brain use to navigate us through an interaction effectively: on email there is no tone of voice, no facial expression. When we talk to someone on the phone or face-to-face these circuits would ordinarily squelch impulses that will seem "off." Lacking these crucial cues, flaming occurs.

It's not just flaming--I've sent my fair share of emails that were, in retrospect, embarrassing, too familiar or formal, or otherwise wrong in tone. Email invites these lapses in social intelligence in part because the social brain flies blind. In the absence of the other person's real-time emotional signals we need to take a moment to shift from focusing on our own feelings and thoughts, and intentionally focus on the other person, even in absentia, and consider, How might this message come across?

The peril of being off-key is amplified by the temptation to hit SEND prematurely: before we've thought it over and had a chance to ease up on that too-stiff tone, drop that bit of sarcasm, and remember to ask about the kids.

In the old days of letter writing--a dying art--we had plenty of time to rewrite before sealing the envelope, and so flaming letters were far more rare than red-hot emails. And so the brave new world of email could benefit from a civilizing force, a voice that articulates the ground rules online.

Enter *Send: The Essential Guide to Email for Office and Home*, a new book by David Shipley (an old friend of mine) and Will Schwalbe. *Send* not only articulates the way to win--or keep--friends online, but offers practical tips on both email etiquette and on the writing style most suitable.

In this witty and wise book Shipley and Schwalbe give essential guidance on vital matters like the politics of using Cc (nobody likes to be left out); when to just reply and when to "Reply All"; the danger of the URGENT subject (too many and you cry wolf); fine-tuning your greetings to fit the relationship (if you use the wrong one, you can lose them at hello); how best to apologize online (put the word 'sorry' in the subject or else the email may never be read).

But *Send* is far more than Miss Manners for the Web; it's brimming with fascinating insights. For example, now that email has become the way we talk, showing up in person has added impact as the ultimate compliment, signifying that the person, meeting or project has special importance for you.

Years ago a slim volume by Strunk and White, *The Elements of Style*, laid out the ground rules for good writing; the book became a bible for authors, widely known just as "Strunk and White." *Send* should make Shipley and Schwalbe the "Strunk and White" for the Web. *--Daniel Goleman* (www.danielgoleman.info)

From Publishers Weekly
From this essential guidebook's opening sentence—"Bad things can happen on email"—Shipley and Schwalbe make all too clear what can go wrong. E-mail's ubiquity, with casual and formal correspondence jumbled in the same inbox, makes misunderstandings common; e-mail's inexpressive, text-only format doesn't help. Given its brief history, there's no established etiquette for usage, which is why this primer is so valuable. It promises the reader hope of becoming more efficient and less annoying, reducing danger of a career-ending blunder. Brisk, practical and witty, the book aims to improve the reader's skills as sender and recipient: devising effective subject lines and exploring "the politics of the cc"; how to steer clear of legal issues; and how to recognize different types of attachments. Using real-life examples from flame wars and awkward exchanges (including their own), Shipley and Schwalbe (op-ed editor of the *New York Times* and Hyperion Books' editor-in-chief) explain why people so often say "incredibly stupid things" in their outgoing messages. "Email has a tendency to encourage the lesser angels of our nature," they note. They also offer "seven big reasons to love email," along with quick guides to instant messaging and e-mail technology, all the while urging us to "think before [we] send." *(Apr.)*
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Review
"Informative, entertaining, thorough, and thoughtful." —Dave Barry, *The New York Times Book Review*

"Read it or weep." —Michael Lewis

"Handy . . . Written with concision and good sense." *—The Wall Street Journal*

"Witty and wily . . . Fun to read." *—O, The Oprah Magazine*

"With Shipley and Schwalbe's excellent instructions in hand we can email as confidently as we load the dishwasher and turn on the microwave." *—New York Review of Books*

"This is just the book I've been waiting for." —Bill Bryson

"*Send* can help any of us send emails that build better business relationships and get better results." —Spencer Johnson, M.D., author of *Who Moved My Cheese?*

"Witty and wise . . . *Send* is far more than Miss Manners for the Web; it's brimming with fascinating insights. . . . [It] should make Shipley and Schwalbe the 'Strunk and White' for the Web." —Daniel Goleman

"*Send* is an easy to read primer, full of practical tips for every emailer." —Bob Eckert, Charman and CEO, Mattel, Inc.

"The definitive tome on email. *Send* is to email what *The Elements of Style* is to writing. Thank God it's here at last. (BCC: David Shipley and Will Schwalbe)" —Guy Kawasaki, author of *The Art of the Start*

"A fascinating, entertaining, and, above all, informative look at email—and how it changed the way we communicate with one another. What Strunk and White is to style, this book is to email. It's a terrific read. I highly recommend it." —Charles Osgood

Users Review

From reader reviews:

Anna Snyder:

The publication untitled SEND: Why People Email So Badly and How to Do It Better is the publication that recommended to you to study. You can see the quality of the book content that will be shown to a person. The language that article author use to explained their way of doing something is easily to understand. The writer was did a lot of study when write the book, hence the information that they share for your requirements is absolutely accurate. You also might get the e-book of SEND: Why People Email So Badly and How to Do It Better from the publisher to make you a lot more enjoy free time.

Gary Forsyth:

Why? Because this SEND: Why People Email So Badly and How to Do It Better is an unordinary book that the inside of the publication waiting for you to snap this but latter it will jolt you with the secret the item inside. Reading this book beside it was fantastic author who write the book in such wonderful way makes the content inside of easier to understand, entertaining way but still convey the meaning completely. So , it is good for you because of not hesitating having this ever again or you going to regret it. This amazing book will give you a lot of rewards than the other book include such as help improving your talent and your critical thinking technique. So , still want to delay having that book? If I were being you I will go to the publication store hurriedly.

Philip Mejia:

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time there but nothing reading significantly. Any students feel that reading is not important, boring along with can't see colorful images on there. Yeah, it is to get complicated. Book is very important for you. As we know that on this age, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. Therefore this SEND: Why People Email So Badly and How to Do It Better can make you truly feel more interested to read.

Kelly Breedlove:

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