



Send

David Shipley, Will Schwalbe

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- 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, here, at last, is an authoritative and delightful audiobook that shows how to write the perfect email 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.

Send Details

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Author : David Shipley , Will Schwalbe

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Sue says

This book seems like a gimmick book to me--like the two authors thought they could get it published, so they wrote it. I got it as a gift and didn't read it at first (I e-mail all the time and don't really have any questions or issues), but my sister-in-law said she doesn't like e-mailing and really liked this book, so I read it. It held my interest for its short length, mostly because the authors are present in voice and examples, and I was interested in them (head of NYT Op-Ed page, and head of a publishing division or house (?)). Still not quite sure why they wrote the book--I hope it was fun for them.

Most of the info was nothing new. I was surprised, though, that they were willing to interpret e-mails and read into them different things that the author may have been meaning. I would have expected them to say never do that--just take every e-mail at face value and don't read into them. I was really reading to see what they said about changing the subject line if the topic has changed when you're in an e-mail chain. I think they said do change it as necessary. I have to ask Marla what her stance is--I think she hates it when people change the subject line. I'm torn. I guess the solution is to start a new subject in a new e-mail, but that seems dumb sometimes.

Stephanie says

Great book on the common mistakes we make with the world of email. Excellent read for those in the business world and even those that email (so... everyone) to learn how to do this properly.

Shashi Martynova says

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mahatmanto says

ini dapet dari obralan di gramed amplas yogya.

tertarik beli semula hanya karena disain sampulnya didisain bagus dan judulnya unik. lalu, setelah buka-buka, tertarik lebih jauh untuk beli.

pada dasarnya, ini adalah perkara etika membuat email. suatu sarana komunikasi yang menggantikan percakapan langsung via telepon [email bukan menggantikan surat! demikian ditekankan oleh kedua pengarangnya].

email memiliki kelebihan dibandingkan dengan percakapan langsung, dengan surat maupun dengan IM. kapan kita memakai salah satu dari itu.

selesai ditulis dalam suasana kultural amrik di tahun 2007, maka sopan santun yang dicontohkan di dalamnya pun memancarkan suasana pergaulan di sana. yang buat saya terkesan gaul, santai dan lucu.

karena saya sendiri sudah lama bergaul dengan email, membaca buku ini ya... asyik ajah. belum selesai semua terbaca sih... yang artinya, saya masih menunggu hal baru di halaman-halamannya.

Sarah Eiseman says

Originally posted on Sarahsbookshelf.com:

I'm in the process of preparing a workshop on using email with some folks at a local library. We have our provider picked out and I've mapped out all the steps to get them from point A to point B in that program, but I started thinking about what came after those technical steps were finished. Some research within my consortium pointed me to this book, written by David Shipley and Will Schwalbe. Although it's a little dated now, many of the key points are definitely useful today. Concepts like:

- Should you be sending this by email, or would a phone call be more appropriate?
- Tone, language, and grammar usage
- Timing

These are not new concepts by any means, but in a world where we are often bombarded with emails, texts, and tweets, this book can help readers navigate some of the grayer areas. It's a very quick read and has some great (real) examples to help drive many of the points home.

Daniel Nguyen says

Asking Democratic President Candidate Hilary Clinton for her email practice that Republican Party love to point out, She cleverly requested a copy of this book to her associate and follow some of this book advice. Many people who inadvertently make trivial mistakes that cost them careers, lovers, their future and even landing them in jail due to their careless writing. If you are professional who need to use email everyday then this book should be placed beside your computer and you learn this lesson by heart. I find my understanding about email etiquette is less than I think I am. So join me to read this book and be confident in email correspondence.

Jostalady says

This book has been recommended to me by many people that I respect. This is the abridged version and has hit on very useful information that will greatly improve the email culture I am immersed in, including my own approach to email. I am disappointed in myself for getting this version. I have a feeling there is a section in the unabridged version on how to organize and become efficient with incoming email, so now I am going to have to get my hands the unabridged...eventually.

Mike Van Campen says

This is actually a very helpful little book. Many of the reviews I have seen slam it for being too obvious.

Yes, there is some very simple advice but advice that I--and some folks who communicate with me--need to be reminded of anyway. In addition, there is some really valuable advice on lesser discussed e-mail etiquette issues (e.g. BCC, forwarding, subject line, etc.) Plus, it is mildly amusing. I just wish someone could tell me how to keep my in-box clean.

Kate says

Wow, I wish my boss would read this book.

The most comforting part for me (and my overflowing inbox) was when the authors said "while email has speeded up the world, our correspondence patterns remain the same. Physicist Alberto-Laszlo Barabasi came to this conclusion when he compared the time it took Darwin and Einstein to reply to letters with the time it takes email users to reply to their messages. The famous letter writers and the emailers he studied answered an equal percentage of letters or emails quickly, an equal percentage of letters or emails slowly, and an equal percentage not at all."

I feel that I generally have a pretty decent level of common-sense and an ability to express myself well through the written word even through this difficult medium. As most of the people I correspond with through business are speakers of English as a second language, I find accuracy to be even more important. So although I didn't get a lot out of this other than a sort of "pat on the back" feeling, I think it could be a very helpful reference for some.

Armand says

This book would be better suited as an article. It was well written, but the majority of the information was too obvious.

Christi says

Summary: In *Send : the Essential Guide to Email for Office and Home*, authors David Shipley and Will Schwalbe explore email, what it is, and how best to use it. They explain the anatomy of the Email providing an overview of misused and ignored features such as Cc and Bcc options, signature block, and flags. They also explain the appropriateness of email, what to include in the email, and legal situations for business professionals.

Review: *Send : the Essential Guide to Email for Office and Home* is an informative professional resource. The detailed information provided in this book is something every email user should be aware of both for personal and professional use. It is a helpful addition to any office professional development reference collection or personal reference. The current trend of personal and business correspondence through email, instant messaging, and texting is easily explained and etiquette is provided for both the beginner and regular email user.

Lydia says

Send is full of amusing examples of things can unintentionally change the meaning of your email, like:

- Using a formal salutation vs. a friendly one.
- Whether you mirror the tone of the email you are replying to (replying to a lengthy, heartfelt email with a single word answer can easily be misread).
- Sarcasm, the meaning of which is often lost.

Another sound bit of advice is to always question the necessity of the email, and whether it's the best medium for your message. The book provides alternative ways to send your message and when they might work better than email.

Some of the advice in this book seems a little odd, like the authors' conclusion that "As Always" is the safest way to close an email, and that a first name only salutation is always rude. On the whole, the book was entertaining and made me a little more conscious (perhaps paranoid) about what I put into email.

Anne says

Great little book on email etiquette

Marsha says

This book goes into exhaustive detail all the does and don'ts about email, its proper usage and its place in the modern world. It didn't cause the destruction of the handwritten letter (that was done by the telephone) and it can be a power tool when properly utilized. The two authors go into this along with instructions about sending email correctly (who hasn't sent an email to the wrong person or hasn't quite mastered the "blind" email sending?) and when not to use it. A handy home guide, this version features an attractive silvery cover that screams ultramodern chic.

Chuck Kollars says

Probably was once quite good. But now [2018] obsolete. Neither the content (which greeting to use? - huh?) nor the style (not outline-esque enough) are current.
