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*(Cristina Koepp)*

## **DROWNING IN E-MAILS - FROM A HELPER TO A BURDEN AND HOW TO GET BACK TO AN EFFICIENT USE OF E-MAIL**

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GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 211x146x5 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Computer Science - Commercial Information Technology, printed single-sided, grade: 2,0, European Business School - International University Schloß Reichartshausen Oestrich-Winkel (Department for Logistics and Business Engineering), 20 entries in the bibliography, language: English, abstract: 1. Introduction The significance of email as a modern medium for communication has grown fast and sustainable. The technical basis, especially the availability of a digital infrastructure enabled the global spread of email as a user friendly, flexible and versatile medium. By now email can be considered as one of the most frequently used applications of the internet. The advantages of email as being low in costs but high in speed and reliability led to its increasing use and significance. Furthermore its quality of being viral through easy forwarding and multi-receiver-sending has opened new possibilities for communication. On the one hand the disposability of email has led to these new trends, on the other hand the very same quality can be held responsible for the short-lived and unsustainable attributes of email.<sup>1</sup> Since the emergence of the first communication through electronic mail the face of email concerning both quality and quantity has changed significantly. In terms of quality it has changed from a simple substitute for the hand written letter to today s most important tool for collaboration, knowledge-management, online marketing and global business communication. Furthermore it is now used for multiple purposes: document delivery and archiving, work task delegation; and task tracking. It is also used for storing personal names and addresses, for sending reminders, asking for assistance, scheduling appointments, and for handling technical queries. Electronic mail can be considered as vital precursor for globalization...



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