

EMAIL: A GOOD COMMUNICATION CHANNEL?

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Who has not sent an email to the wrong recipient causing embarrassing situations? Although perhaps the main problem with email is the excessive use that has ended up being made of this tool, which has often turned it into a little torture that is difficult to handle.

We leave you with an interesting reflection from [Adam Bryant](#), a chief columnist for The New York Times, on the weaknesses of email as a means of communication and interaction and, especially, its main enemy: its massive use. Bryant makes a dissertation on the subject but comes to a very simple conclusion. If you don't want to receive so many emails that make life impossible for us, do one very simple thing: stop sending emails and the bubble will deflate as if by magic... easy, right?

The creators of the video are www.bighink.com

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