References

Bambu. 2017. Q1 2017: Essential Data to Launch Your Employee Engagement & Advocacy Strategy. Chicago: Bambu. https://getbambu.com/data-reports/engagement-to-advocacy.

Bernoff, J. 2016. “Bad Writing Costs Businesses Billions.” Daily Beast, October 16. www.thedailybeast.com/bad-writing-costs-businesses-billions.

Dahl, G. 2007. Advertising for Dummies, 2nd Edition. Hoboken, NJ: Wiley Publishing.

Grossman, D. 2011. “The Cost of Poor Communications.” The Holmes Report, July 16. www.holmesreport.com/latest/article/the-cost-of-poor-communications.

James, G. 2015. “New Study: The Average Worker Spends 30 Hours a Week Checking Email.” Inc., August 27. www.inc.com/geoffrey-james/new-study-the-average-worker-spends-30-hours-a-week-checking-email.html.

Killeen, J. 2013. “Poor Writing Skills Lead to Lost Business and Career Paralysis.” Los Angeles Business Journal (Advertising Supplement), March 25. www.nsaglac.org/blog/wp-content/uploads/2013/06/LABJ-Exec-Education\_1303.pdf.

Kwoh, L. 2012. “The Buzzwords We Can’t Help Using.” Wall Street Journal, May 23. https://blogs.wsj.com/atwork/2012/05/23/the-buzzwords-we-cant-help-using.

Lewkowicz, K. 2016. “April Email Market Share: Mobile Rises to 56%, Its Highest Point Yet.” Litmus blog, May 10. https://litmus.com/blog/mobile-rises-to-56-market-share-longest-sustained-growth-in-2016.

Mark, G.J., S. Voida, and A.V. Cardello. 2012. “‘A Pace Not Dictated by Electrons’: An Empirical Study of Work Without Email.” Proceedings of the SIGCHI Conference on Human Factors in Computing Systems, 555-564. Austin, TX: Association for Computing Machinery.

Mattice Zundel, C. 2017. " Increase employee professionalism in 30 mins." LinkedIn Pulse, March 20. www.linkedin.com/pulse/increase-employee-professionalism-30-mins-catherine.

National Commission on Writing and CollegeBoard. 2004. Writing: A Ticket to Work. . . or a Ticket Out: A Survey of Business Leaders. New York. www.collegeboard.com/prod\_downloads/writingcom/writing-ticket-to-work.pdf.

Radicati Group. 2015. “Email Statistics Report, 2015-2019.” Palo Alto, CA: Radicati Group. www.radicati.com/wp/wp-content/uploads/2015/02/Email-Statistics-Report-2015-2019-Executive-Summary.pdf.

Song, M., V. Halsey, and T. Burress. 2007. The Hamster Revolution: How to Manage Your Email Before It Manages You. San Francisco: Berret-Koehler.