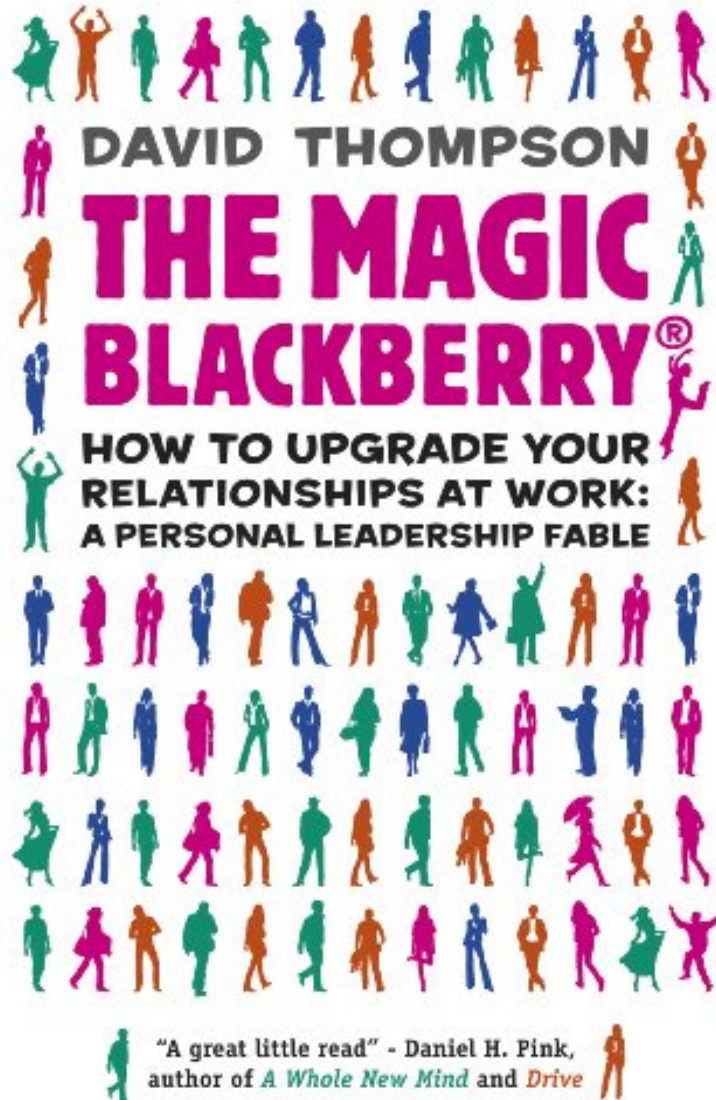


(Download) The Magic Blackberry

The Magic Blackberry

David Thompson

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David Thompson : The Magic Blackberry before purchasing it in order to gage whether or not it would be worth my time, and all praised The Magic Blackberry:

0 of 0 people found the following review helpful. Five StarsBy John G.love this book, if you work with people you should read this book0 of 0 people found the following review helpful. A very smart idea to use BlackBerry as a metaphorBy Neo WoodsI picked up this book from a book fest. It immediately drew my attention with its title, as I am exactly the kind of people that find it hard to detach from a BlackBerry. It is very true in the corporate world that a lot

of workflow is dependent on email communication both internally within the company and externally with clients. This book describes vividly how we should take due diligence when responding to emails in the workplace and really think twice before hitting the Send button because communicating in writing is very different from saying it. An interesting phenomenon I found is the more confrontational a person tends to be on email, the more friendly he/she may actually be when talking in person. Unfortunately, the reverse is also true. David's HR profession at a large investment bank definitely helps him understand how the corporate world works. A very smart idea to use BlackBerry as a metaphor.

This short story introduces you to a simple model which will help you take a more thoughtful and effective approach to the way you navigate the workplace and the relationships made with people inside and outside of your company. Written in the style of a fictional story (in same way as the author's previous book, *Career Helium*), the book recounts the journey of a man who discovers he has a magic BlackBerry. One day, in a moment of anger, he responds to an equally rude email. When he presses the send button, however, the BlackBerry refuses to send the email. Instead, the man receives a message from his BlackBerry, explaining the danger in sending his original email. Initially taken by surprise, the man soon realises that he has a magic BlackBerry a BlackBerry that is able to coach him through difficult situations at work and in dealing with people.

About the Author David Thompson is a director of human resource development at ABN AMRO investment bank, based in London. He has also appeared on the TV series, *Big Brother*, as a commentator. His first book was *Career Helium* (Marshall Cavendish, 2007). He lives in Farnham.