

The Mouth Is Mightier Than the Pen

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The New York Times:

Few methods beat email for sending communication blasts, getting a note in front of a far-flung sales prospect or employer, or attaching pictures and documents.

Too bad about the downside: You may not sound your smartest.

New research shows that text-based communications may make individuals sound less intelligent and employable than when the same information is communicated orally. The findings imply that old-fashioned phone conversations or in-person visits may be more effective when trying to impress a prospective employer or, perhaps, close a deal.

Read the whole story: [The New York Times](#)