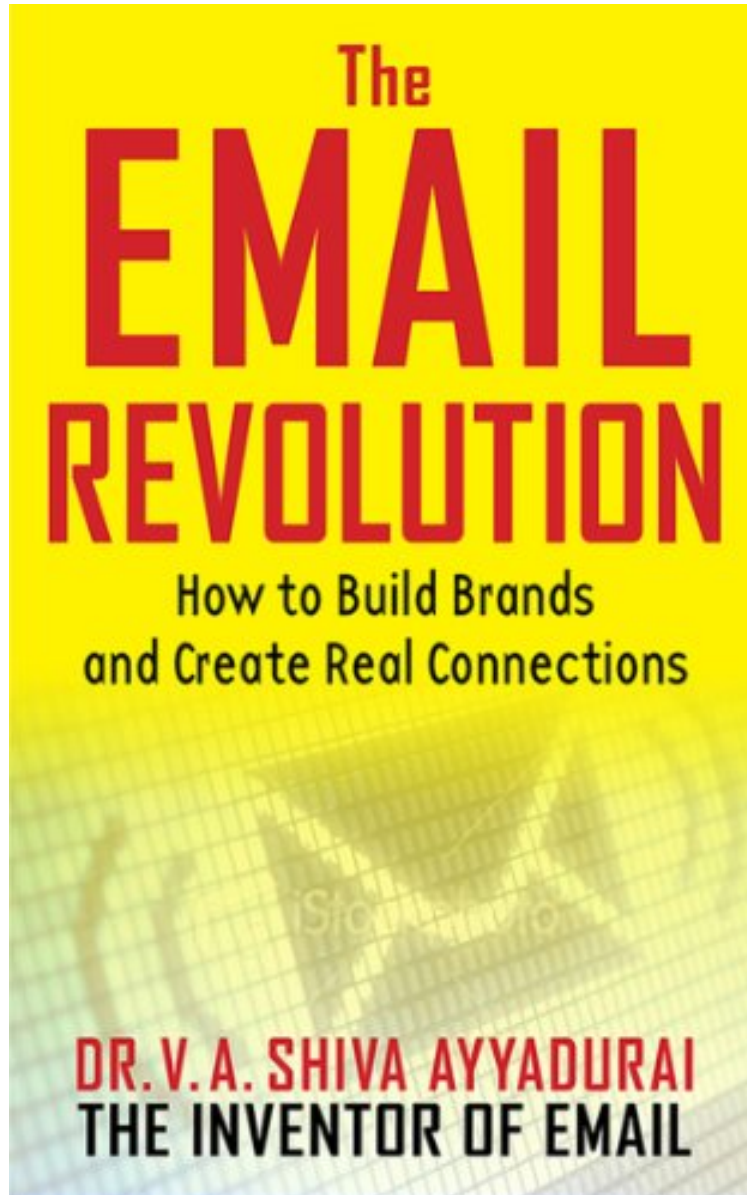


The Email Revolution: Unleashing the Power to Connect

V. A. Shiva Ayyadurai

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V. A. Shiva Ayyadurai : The Email Revolution: Unleashing the Power to Connect before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Email Revolution: Unleashing the Power to Connect:

31 of 33 people found the following review helpful. who should know better, to give him coverageBy CustomerA complete fraud, a charlatan, and a shameless self-promoter bordering on sick.. NOT the "inventor of email." (Good at

convincing journalists, who should know better, to give him coverage, however). For details, see:[...]and[...]16 of 17 people found the following review helpful. Total fraud that has been completely debunked. By Customer I would give zero stars if I could. Below is a link to the Washington Post's Patrick B. Pexton chronicling the mistake he and his associate Emi Kolawole made to create the myth that e-mail in a generic sense was created by the author of this book. Instead Mr Ayyadurai created a small localized system for email called EMAIL many years after prior art was established, and copyrighted THAT. It is as if I created an automobile brand name CAR and claimed to have invented cars. Mr Pexton's article lists many technology experts who have provided the correct view of events, convincing Mr Pexton to retract his original story and defence. For that, I applaud Mr Pexton's intellectual courage. [...]Quote:Posted at 03:31 PM ET, 03/01/2012" So how did this happen really, in a nutshell? V.A. Shiva Ayyadurai is a clever man, with MIT credentials, and a good sense of public relations plus a P.R. firm working with him. A press release by that P.R. firm got a young reporter/editor interested in his donation of his "EMAIL" documents to a well-respected D.C. institution, The Smithsonian's Museum of American History. Kolawole's interviews with Ayyadurai convinced her that he was interesting and worthy of a profile and online video interviews. The ombudsman, me, after receiving complaints, talked to Kolawole twice about how she did the story, did some cursory research online and typed out a blog post that I now regret. Going forward, here's what The Post is doing. I'm doing this lengthy mea culpa to set the record straight. Kolawole has invited two experts, Thomas Haigh, a history of technology expert at the University of Wisconsin, Milwaukee, and Dave Crocker, one of the fathers of the Internet, to write their own pieces for The Post's Innovations blog on the history of e-mail. And Ayyadurai is going to write his own piece on his early "EMAIL" program. Kolawole will also be revising her original piece to reflect the record accurately. We hope that sets the record straight and gets The Post back to where it needs to be, on the side of truth and accuracy." 32 of 35 people found the following review helpful. Ayyadurai is NOT the inventor of email. By P. Davis Interesting, considering Ray Tomlinson invented email fully 7 years earlier than Ayyadurai claims to. See, for instance: <http://www.internethalloffame.org/inductees/raymond-tomlinson> Ayyadurai claims his copyright proves he's the inventor of email, but copyrights are not awarded for inventions. A particular software program may be copyright-registered, but that really says nothing about the originality of the work.

In 1978, fourteen-year-old technology prodigy V. A. Shiva Ayyadurai invented email. From there, he would go on to manage email for the Clinton administration and create email-sorting software that would be used by some of the largest companies in the world, including Nike, ATT, Toyota, and JC Penny. He discovered that incoming emails offered countless opportunities to mine data and solidify relationships with citizens and customers—opportunities of which organizations everywhere were failing to take advantage. Through a series of case studies, this fascinating book demonstrates how organizations of all types and sizes can realize the infinite potential of email to strengthen their brands and reach their audiences in incredibly creative ways. From facilitating more effective and courteous customer service to mining useful information about their clients, from averting disaster by catching product defects early to understanding and managing their public image, companies will discover new and innovative uses for the contents of their inboxes. Don't miss another opportunity to connect with your clients. Let one of the great innovators of our time show you how to transform your info@ email account into a goldmine.

About the Author Dr. V. A. Shiva Ayyadurai is an MIT systems scientist, technologist, entrepreneur, and educator. In 1978, at age fourteen, he invented the world's first email system, for which he was awarded the first US copyright for "email." He holds four degrees from MIT and is a Fulbright scholar, a Lemelson-MIT Awards finalist, and a Westinghouse Science Talent Honors Award recipient. He lives in Belmont, Massachusetts. Dr. Leslie P. Michelson is the director of the High Performance and Research Computing Division at the University of Medicine and Dentistry of New Jersey. In the late 1970s, Michelson's organization provided the challenge, resources, and mentorship that led to the development of email by V. A. Shiva Ayyadurai. Michelson lives in Maplewood, New Jersey.