BUSINESS COMMUNICATION FOUNDATIONS 35

CHAPTER 1  Understanding Business Communication in Today's Workplace 36

Communicating in Today's Global Business Environment 36
Recognizing Effective Communication 37
Understanding What Employers Expect from You 37

Understanding the Communication Process 39
Developing Your Business Communication Skills 40
Committing to Ethical Communication 40
Adopting an Audience-Centered Approach 41
Improving Your Intercultural Sensitivity 42
Giving—and Responding to—Constructive Feedback 47
Being Sensitive to Business Etiquette 52
Using Communication Technology Effectively 52

Document Makeover 53
Chapter Review and Activities 53
Test Your Knowledge 54
Apply Your Knowledge 54
Practice Your Knowledge 55
Expand Your Knowledge 57
MyBCommLab.com 57
Improve Your Grammar, Mechanics, and Usage 57

CHAPTER 2  Mastering Interpersonal Communication 60

Improving Your Performance in Teams 60
Advantages and Disadvantages of Teams 61
Collaborative Writing 61
Developing Your Business Etiquette 62
Etiquette in the Workplace 62
Etiquette in Social Settings 63

Making Your Meetings More Productive 64
Preparing for Meetings 64
Leading and Participating in Meetings 65
Using Meeting Technologies 67

Improving Your Listening Skills 68
Recognizing Various Types of Listening 68
Understanding the Listening Process 68
Overcoming Barriers to Effective Listening 69

Improving Your Nonverbal Communication Skills 70

Document Makeover 72
Chapter Review and Activities 72
Test Your Knowledge 73
Apply Your Knowledge 73
Practice Your Knowledge 74
Expand Your Knowledge 76
THE THREE-STEP WRITING PROCESS 79

CHAPTER 3 Planning Business Messages 80

Understanding the Three-Step Writing Process 80
Analyzing Your Situation 81
Defining Your Purpose 82
Developing an Audience Profile 82
Gathering Information 83
Uncovering Audience Needs 84
Providing Required Information 84
Selecting the Right Medium 84
Oral Media 84
Written Media 85
Visual Media 85
Electronic Media 85
Factors to Consider When Choosing Media 87
Organizing Your Message 88
Defining Your Main Idea 90
Limiting Your Scope 90
Choosing Between Direct and Indirect Approaches 91
Outlining Your Content 92
Document Makeover 93
Chapter Review and Activities 93
Test Your Knowledge 94
Apply Your Knowledge 94
Practice Your Knowledge 94
Expand Your Knowledge 97
MyBCommLab.com 98
Improve Your Grammar, Mechanics, and Usage 98

CHAPTER 4 Writing Business Messages 100

Adapting to Your Audience 100
Being Sensitive to Your Audience’s Needs 101
Building Strong Relationships with Your Audience 104
Controlling Your Style and Tone 106
Composing Your Message 108
Choosing Strong Words 109
Creating Effective Sentences 112
Crafting Coherent Paragraphs 113
Using Technology to Compose and Shape Your Messages 116
Document Makeover 116
Chapter Review and Activities 117
Test Your Knowledge 117
Apply Your Knowledge 117
Practice Your Knowledge 118
Expand Your Knowledge 121
MyBCommLab.com 122
Improve Your Grammar, Mechanics, and Usage 122
CHAPTER 5  Completing Business Messages  124

Revising Your Message  124
Evaluating Your Content, Organization, Style, and Tone  124
Reviewing for Readability  125
Editing for Clarity  127
Editing for Conciseness  129
Evaluating, Editing, and Revising the Work of Others  131
Using Technology to Revise Your Message  131
Producing Your Message  134
Adding Graphics, Sound, Video, and Hypertext  134
Designing for Readability  134
Using Technology to Produce Your Message  137
Proofreading Your Message  138
Distributing Your Message  138
Document Makeover  139
Chapter Review and Activities  140
Test Your Knowledge  140
Apply Your Knowledge  140
Practice Your Knowledge  141
Expand Your Knowledge  144
MyBCommLab.com  144
Improve Your Grammar, Mechanics, and Usage  144

[ unit 3 ]

BRIEF BUSINESS MESSAGES  147

CHAPTER 6  Crafting Messages for Electronic Media  148

Choosing Electronic Media for Brief Messages  148
Creating Effective E-Mail Messages  149
Adapting the Three-Step Process for Successful E-Mail  149
Creating Effective Instant Messages and Text Messages  152
Understanding the Benefits and Risks of IM  153
Adapting the Three-Step Process for Successful IM  153
Creating Effective Business Blogs  155
Understanding the Business Applications of Blogging  155
Adapting the Three-Step Process for Successful Blogging  156
Creating Effective Podcasts  158
Adapting the Three-Step Process for Successful Podcasting  158
Assembling a Podcasting System  160
Collaborating on Wikis  160
Understanding the Wiki Philosophy  161
Adapting the Three-Step Process for Successful Wiki Writing  161
Document Makeover  162
Chapter Review and Activities  162
Test Your Knowledge  163
Apply Your Knowledge  163
Practice Your Knowledge  164
Expand Your Knowledge  168
MyBCommLab.com  168
Improve Your Grammar, Mechanics, and Usage  172
CHAPTER 7 Writing Routine and Positive Messages 175

Using the Three-Step Writing Process for Routine and Positive Messages 175

Making Routine Requests 176
Strategy for Routine Requests 176
Common Examples of Routine Requests 177

Sending Routine Replies and Positive Messages 180
Strategy for Routine Replies and Positive Messages 180
Common Examples of Routine Replies and Positive Messages 182

Document Makeover 189

Chapter Review and Activities 189

Test Your Knowledge 190
Apply Your Knowledge 190
Practice Your Knowledge 190
Expand Your Knowledge 196
MyBCommLab.com 196

Improve Your Grammar, Mechanics, and Usage 201

CHAPTER 8 Writing Negative Messages 204

Using the Three-Step Writing Process for Negative Messages 204
Step 1: Planning Negative Messages 204
Step 2: Writing Negative Messages 205
Step 3: Completing Negative Messages 205

Developing Negative Messages 205
Using the Direct Approach Effectively 206
Using the Indirect Approach Effectively 208

Exploring Common Examples of Negative Messages 210
Sending Negative Messages on Routine Business Matters 210
Sending Negative Employment Messages 215
Sending Negative Organizational News 218

Document Makeover 219

Chapter Review and Activities 220

Test Your Knowledge 220
Apply Your Knowledge 220
Practice Your Knowledge 221
Expand Your Knowledge 224
MyBCommLab.com 224

Improve Your Grammar, Mechanics, and Usage 229

CHAPTER 9 Writing Persuasive Messages 232

Using the Three-Step Writing Process for Persuasive Messages 232
Planning Persuasive Messages 232
Writing Persuasive Messages 234
Completing Persuasive Business Messages 235

Developing Persuasive Business Messages 235
Strategies for Persuasive Business Messages 235
Common Examples of Persuasive Business Messages 239

Developing Marketing and Sales Messages 240
Strategies for Marketing and Sales Messages 241

Document Makeover 247
LONGER BUSINESS MESSAGES 263

CHAPTER 10 Understanding and Planning Reports and Proposals 264

Applying the Three-Step Writing Process to Reports and Proposals 264
Analyzing the Situation 265
Gathering Information 266
Selecting the Right Medium 267
Organizing Your Information 268

Supporting Your Messages with Reliable Information 268
Planning Your Research 269
Locating Data and Information 269
Using Your Research Results 272

Planning Informational Reports 274
Organizing Informational Reports 274
Organizing Website Content 274

Planning Analytical Reports 276
Focusing on Conclusions 276
Focusing on Recommendations 276
Focusing on Logical Arguments 277

Planning Proposals 278

Document Makeover 281

CHAPTER 11 Writing and Completing Reports and Proposals 292

Writing Reports and Proposals 292
Adapting to Your Audience 292
Composing Reports and Proposals 293

Illustrating Your Reports with Effective Visuals 301
Choosing the Right Visual for the Job 301
Designing Effective Visuals 308

Completing Reports and Proposals 309
Revising Reports and Proposals 309
Producing a Formal Report 309
Producing a Formal Proposal 325
Proofreading Your Reports and Proposals 326
Distributing Your Reports and Proposals 328
CHAPTER 12 Developing Oral and Online Presentations 342

Building Your Career with Oral Presentations 342
Planning Your Presentation 343
Analyzing the Situation 343
Selecting the Right Medium 344
Organizing Your Presentation 345
Writing Your Presentation 348
Adapting to Your Audience 349
Composing Your Presentation 349
Enhancing Your Presentation with Effective Visuals 352
Completing Your Presentation 357
Finalizing Slides and Support Materials 357
Preparing to Speak 359
Practicing Your Delivery 359
Overcoming Anxiety 360
Handling Questions Responsively 360
Document Makeover 361

CHAPTER 13 Building Careers and Writing Résumés 370

Securing Employment in Today's Job Market 370
Understanding Employers' Approach to the Employment Process 370
Organizing Your Approach to the Employment Process 372
Preparing Résumés 374
Planning Your Résumé 374
Writing Your Résumé 380
Completing Your Résumé 384
Document Makeover 389

UNIT 5 Employment Messages and Job Interviews 369