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Fundamentals of Contemporary Business Communication (Student Achievement Series)

By Ober, Scot

Houghton Mifflin, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Note: Each chapter concludes with a Learning Objective Review, Exercises, and Resources. I. Foundations of Business Communication 1. Understanding Business Communication The Components of Communication Verbal Communication Barriers to Verbal Communication Introducing the Three Ps: Problem, Process, Product Three Ps: Using Euphemisms Appropriately 2. Contemporary Issues in Business Communication Communicating in Work Teams Communicating in a Diverse Environment Ethics and Communication Communicating Via E-Mail Checklist 1: Effective E-Mail Practices Spotlight: How Would You Respond? Three Ps: Reporting Research Results Ethically 3. Interpersonal Communication Skills Interpersonal Communications Nonverbal Communication Listening Communicating by Telephone Business Meetings Checklist 2: Business Meetings Three Ps: A Plan for a Business Meeting II. Developing Your Business Writing Skills 4. The Writing Process Audience Analysis Planning Drafting Revising Formatting Proofreading Checklist 3: The Writing Process Three Ps: A Simple Memo 5. Revising Your Writing Choosing the Right Words Writing Effective Sentences Developing Logical Paragraphs What Do We Mean by Tone? Checklist 4: Writing with Style Three Ps: Writing an Unbiased Message Portfolio Project 1: Writing an Informational Message III. Correspondence 6. Routine Letters, Memos, and E-Mail Messages Routine Requests Routine...



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