



Business Communication Today

By Courtland L. Bovée, John V. Thill, Barbara E. Schatzman

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Barbara E. Schatzman

For one-semester/term courses in Business Communication and Business Writing in departments of Business, English, and Communications. This best-selling text brings all the pieces of business communication together to give students a realistic understanding of the fundamental concepts of business communication. The text powerfully demonstrates how to communicate effectively through real-world company examples and real-life business situations. With practical, realistic assignments, students learn the concepts behind effective communication while developing and refining their skills to compete more successfully in today's job market.

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Bibliography

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Editorial Review

From the Back Cover

Learn to Write Business Messages Quickly and Easily with the Three-Step Process

You will learn to write business messages quickly, easily, and effectively with the exclusive Bovee/Thill/Schatzman three-step process: planning, writing, and completing business messages.

When you use a *process*, you move toward a particular result, and this text's *three-step process* helps you get better results than you would get with any other business communication textbook.

Students and instructors alike will appreciate how this practical, three-step strategy provides a solid foundation for solving communication problems and creating well-crafted business messages.

The three-step process is fully integrated throughout the book. It is introduced and explained in detail in chapters 4-6, just before the specific types of business messages are discussed. Then the three-step process is applied to short messages (letters, memos, and e-mail) in chapters 7-9, to reports and proposals in chapters 12-14, to speeches and oral presentations in chapters 15-16, and to employment messages in chapters 17-18.

1. Planning

- **Analyze**

Study your purpose, lay out your writing schedule, and then profile your audience.

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Study your purpose, lay out your writing schedule, and then profile your audience.

2. Writing

- **Organize**

Define your main ideas, limit the scope, group your points, and choose the direct or indirect approach.

- **Compose**

Control your style through level of formality and conversational tone. Choose your words carefully so that you can create effective sentences and paragraphs.

3. Completing

- **Revise**

Evaluate content and review readability, editing, and rewriting for clarity and conciseness.

- **Produce**

Use effective design elements and suitable delivery methods.

- **Proofread**

Review for errors in layout, spelling, and mechanics.

This text provides dozens of superb examples of the finished product, including documents from such well-known companies as Krispy Kreme Doughnuts, Ace Hardware, Target, Office Depot, Petsmart, and Carnival Cruise Lines, to name just a few. Many documents are accompanied by a graphic describing how the three-step process is applied, and all include annotations in the margins that discuss precisely how to apply the principles presented in the text.

Helping students master both process and product—that's just one of the reasons that *Business Communication Today* is the most successful business communication textbook published in the past 50 years.

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*With its vivid insights into real-world communication situations and lively, conversational writing style, this text holds the interest of students and teachers alike. In the 17 years since the first edition was published, millions of students have learned about business communication from **Business Communication Today**. In 2000 the text was awarded the prestigious Award for Excellence by the Text and Academic Authors Association.*

We welcome our new co-author, Barbara Schatzman, to the seventh edition of this text. With over 20 years of managerial and consulting experience and outstanding academic credentials, Barbara brings new insights and real-world perspectives to this text that will help keep it at the forefront of its field.

This seventh edition of **Business Communication Today** is the centerpiece of a comprehensive teaching and learning package. The text covers all the basic principles and goals as recommended by the Association of Collegiate Business Schools and Programs and the American Assembly of Collegiate Schools of Business (AACSB), the International Association for Management Education. Moreover, it fully integrates issues critical to successful business communication. Take this opportunity to explore the new edition of **Business Communication Today, Seventh Edition**.

New CONTENTS, New FEATURES IN THIS EDITION

Part 1: Understanding the Foundations of Business Communication

Chapter 1: Achieving Success Through Effective Business Communication

Chapter 2: Communicating in Teams and Mastering Listening and Nonverbal Communication Skills

Chapter 3: Communicating Interculturally

Part 2: Applying the Three-Step Writing Process

Chapter 4: Planning Business Messages

Chapter 5: Writing Business Messages

Chapter 6: Completing Business Messages

Component Chapter A: Writing for the Web

Part 3: Writing Letters, Memos, E-Mail, and Other Brief Messages

Chapter 7: Writing Routine, Good-News, and Goodwill Messages

Chapter 8: Writing Bad-News Messages

Chapter 9: Writing Persuasive Messages

Part 4: Finding and Communicating Information

Chapter 10: Finding, Evaluating, and Processing Information

Chapter 11: Communicating Information Through Charts information and Other Visuals

Component Chapter B: Communicating Through the Internet technology and Other Technologies

Part 5: Planning, Writing, and Completing Reports and Proposals

Chapter 12: Planning Business Reports and Proposals

Chapter 13: Writing Business Reports and Proposals

Chapter 14: Completing Formal Business Reports and Proposals

Part 6: Designing and Delivering Oral Presentations

Chapter 15: Planning, Writing, and Completing Oral Presentations

Chapter 16: Enhancing Your Oral Presentations with Electronic Slides and Overhead Transparencies

Part 7: Writing Employment Messages and Interviewing for Jobs

Chapter 17: Writing Resumes and Application Letters

Chapter 18: Interviewing for Employment and Following Up

Appendix I. Format and Layout of Business Documents

Appendix II. Documentation of Report Sources

Appendix III. Fundamentals of Grammar and Usage

Appendix IV. Tips for Effective E-Mail

Appendix V: Correction Symbols

EMPHASIS ON TEAMS

Communicating effectively through teamwork is covered extensively in Chapter 2. Throughout the text, teamwork exercises are included in the "**Communication Challenges**" feature at the conclusion of each chapter and in the "**Practice Your Knowledge**" section in the end-of-chapter exercises. Topics include characteristics of effective teams, collaborative writing, cultural diversity in teams, group dynamics, groupthink, role playing, group decision making, use of technology to enhance decisions made in groups, conflict resolution in groups, and group interviewing.

GREATER EMPHASIS ON PROCESS AND PRODUCT

We reorganized the text material into a series of **three easy-to-follow steps** to offer students a practical strategy to solve communication problems. The three-step process includes:

- planning business messages
- writing business messages
- completing business messages

The process is thoroughly integrated and applied throughout the text.

INTEGRATED APPROACH TO TECHNOLOGY

Business Communication Today reinforces the importance of using technology effectively in business communication throughout the text.

1. **Full-chapter coverage.** See the annotated Contents in this preface for more details.
2. **In-text discussion.** The text includes extensive coverage of e-mail, voice mail, faxes, communication software, the Internet, chat, instant messaging, multimedia, and more.
3. **"Keeping Pace with Technology" boxes.** Special boxes highlight how to use technology in business communication to achieve a competitive advantage.
4. **Focus on e-business.** Chapter vignettes, In-Depth Critiques, photos, and letter-, memo-, and report-writing and e-mail cases feature communication challenges students are likely to encounter in the world of e-business. **Internet resources.**
 - **Internet exercises tied to the book.** Students become acquainted with the wealth of business communication information on the web by visiting the text's "**Best of the Web**" websites and by completing the "**Exploring the Best of the Web**" end-of-chapter Internet exercises.
 - **Grammar diagnostic tests.** Students can reinforce their grammar and language skills by taking four

online diagnostic tests offered at this text's website, www.prenhall.com/boeve. The tests cover a variety of topics, including spelling, verbs, adjectives, adverbs, pronouns, capitalization, punctuation, word choice, sentence structure, clarity, style, proofreading, and more. Once a test is submitted, it's automatically scored, the correct answers are provided, and students can improve areas where they are weak.

- **"My Companion Website."** This powerful website offers chapter-specific current events articles called "In the News," Internet exercises, and an interactive study guide. The study guide includes multiple-choice, true/false, and essay questions. For faculty, downloadable supplements are included.

5. **Online course resources.** **The 60 Keys to Mastering Effective Business Communication** is a *first-of-its-kind instructional tool*, available as an online course on the web or on a CD-ROM. We personally introduce each chapter with a video presentation. Students learn about three key concepts and practice applying them with interactive exercises.

HALLMARK FEATURES UPDATED FOR THIS EDITION

COMMUNICATION CLOSE-UPS

Each chapter begins with an instructive "Communication Close-Up" featuring a communication expert who, in his or her own words, applies the chapter's concepts to common business situations. That expert reappears from time to time throughout the chapter to dramatize the connection between the chapter's contents and life on the job.

COMMUNICATION CHALLENGES

Projects called "Communication Challenges" conclude each chapter and are related to the situations described in the Communication CloseUps. Each chapter has one **individual challenge** and one **team challenge**. These challenges are exclusive to ***Business Communication Today***, providing a dimension of reality unmatched by any other textbook in the field.

All internal company information was gathered through personal interviews with our business associates, friends, and contacts, and it gives ***Business Communication Today*** the real-world applications for which students are so eager.

COMMUNICATION ACROSS CULTURES

Tested techniques help students communicate successfully in the global arena and in the culturally diverse business world at home. Some examples include

- Communicating with a Global Audience on the Web
- Actions Speak Louder Than Words All Around the World
- Test Your Intercultural Knowledge

FOCUSING ON ETHICS

By examining critical ethical issues that face business communicators in today's workplace, students gain insight into how to identify areas of ethical vulnerability, how to steer clear of ethical perils, and when to seek ethical advice. The wide range of topics include

- Should Employers Use E-Mail to Deliver Negative Employment Messages?
- Spin Cycle: Deciphering Corporate Doublespeak

- Resume Deception: Risky or Fatal?

SHARPENING YOUR CAREER SKILLS

Practical pointers and confidence-building guidelines help students improve their writing and speaking skills. This feature helps students strengthen their career skills by exploring such topics as

- Ordinary or Extraordinary? Using the Web to Produce Better PowerPoint Presentations
- Beating Writer's Block: Nine Ideas to Get Words Flowing
- Interview Strategies: Answering the 16 Toughest Questions

KEEPING PACE WITH TECHNOLOGY

Specific techniques offer students guidance for using technological applications to improve business communication. Some examples include

- Beware of the Mischievous Webmaster
- Caution: E-Mail Can Bite
- Netting a Job on the Web

SCANS — Secretary's Commission on Achieving Necessary Skills

Like no other business communication text, this edition emphasizes the skills and competencies necessary for students to make the transition from school to the workplace. As described in the SCANS report from the Department of Labor, it is essential that students meet national standards of academic and occupational skill. To help accomplish the SCANS goal, this text offers a wide variety of interactive pedagogy (much of which is grounded in real-world situations).

CHECKLISTS

To help students organize their thinking when they begin a communication project, make decisions as they write, and check their own work, we've included checklists throughout the book. In the seventh edition, we've streamlined these checklists to increase their usefulness. These checklists are reminders, not "recipes." They provide useful guidelines for writing, without limiting creativity.

IN-DEPTH CRITIQUES

You will find a variety of up-to-date sample documents, many collected by us in our consulting work, that focus on real companies. All In-Depth Critiques are introduced in the text (identifying the particular business situation being illustrated) and are accompanied by focused comments that point to specific sections to help students see precisely how to apply the principles being discussed. Many samples are also accompanied by a three-step-writing-process graphic that gives students important insights into planning, writing, and completing the specific document shown. Additional documents are displayed within the text, many including poor and improved examples, to illustrate common errors and effective techniques for correcting them.

DOCUMENTS FOR ANALYSIS

This textbook provides a wide selection of documents that students can critique and revise. Documents include letters, memos, e-mail messages, a letter of application, and a resume. Hands-on experience in analyzing and improving sample documents will help students revise their own business messages.

EXERCISES

With the dozens of new exercises and cases (almost all companies featured are real), we have placed an even greater emphasis in this edition on providing practical assignments like those that students will most often face at work. Many of them are memo-writing and e-mail tasks. New in the seventh edition, each exercise is labeled as to its type, such as **"Team,"** **"Ethical Choices,"** **"Self-Assessment,"** or **"Internet."**

CASES

The cases are yet another tool for demonstrating the role of communication in the real business world. Examples include:

- Got It Covered? Letter from American Express about SUV rentals
- Betting the Company: Letter from Boeing replying to questions about new aircraft plans
- Boomerang Back to Us: E-Mail from EDS to clot-corn deserters
- More Layoffs: Memo to Motorola employees
- No Choking Matter: Persuasive letter from the Consumer Product Safety Commission about fast-food giveaways

Both the exercises and cases deal with all types and sizes of organizations, both domestic and international. Each chapter also includes exercises and cases that require access to the World Wide Web, giving students practice with this fast-growing communication technology.

LEARNING OBJECTIVES

Chapter-opening learning objectives are clearly stated to signal important concepts that students are expected to master. In addition, the numbered objectives reappear in the text margins, close to the relevant material. Finally, the end-of chapter "Summary of Learning Objectives" reinforces basic concepts by capsulizing chapter highlights for students.

END-OF-CHAPTER QUESTIONS

The end-of-chapter questions are divided into two types.

- **Test Your Knowledge** (review questions)
- **Apply Your Knowledge** (application questions)

The end-of-chapter questions are designed to get students thinking about the concepts introduced in each chapter. The questions may also prompt students to stretch their learning beyond the chapter content. Not only will students find the questions useful in studying for examinations, but the instructor may also draw on them to promote classroom discussion of issues that have no easy answers.

MARGIN NOTES

To reinforce learning, the book's margins contain short summary statements that highlight key points in the text. These notes are no substitute for reading the chapters, but they can help students quickly get the gist of a section, review a chapter, and locate areas of greatest concern.

REAL-WORLD ISSUES

The boundaries of business communication are always expanding. So in addition to covering all the traditional subjects, ***Business Communication Today, Seventh Edition***, provides material to help students manage these important current issues in business communication:

- **Ethics.** Taking an ethical position in the face of pressures and temptations requires more than courage—it requires strong communication skills.
- **Communication Barriers.** The shift toward a service economy means that more and more careers will depend on interpersonal skills, making it vital for people to overcome communication barriers.
- **Cultural Diversity.** The changing nature of the domestic workforce requires strong communication skills to relate to workers of various ages, genders, socioeconomic status, ethnic backgrounds, and so on. Also, strong skills are needed to communicate effectively with people from other countries.
- **Communication Technology.** More and more face-to-face interactions are giving way to interactions with and through computers. And this trend will continue. To survive in today's business world, students must master high-tech communication skills.
- **Law.** The increasing tendency of people to sue makes it important to understand the legal implications of written and oral communication.
- **Employment Search.** More and more people are making radical mid-career job changes, whether by choice or because their companies are downsizing and flattening hierarchies. These people need to master new communication skills to compete in today's job market.
- **Communication Versatility.** Small businesses create most of the new jobs and employ more people than large corporations do. Because these businesses are unable to support communication specialists for specific jobs, people working for them need to be versatile in their communication skills.

An Unparalleled Supplements Package OFFERING A FULLY INTEGRATED TEACHING SYSTEM

INSTRUCTOR'S RESOURCE MANUAL

This comprehensive supplement is an instructor's tool kit. Among its many teaching aids, this manual provides a section about collaborative writing, suggested solutions to exercises, suggested solutions and fully formatted letters for every case in the letter-writing chapters, and a grammar pretest and posttest. This comprehensive manual contains a set of completely integrated support materials. It is designed to assist instructors in quickly finding and assembling the resources available for each chapter of the text and includes the following new material:

- Course planning guide
- Collaborative writing guide
- Diagnostic tests of English skills
- Changes to the new edition
- Chapter outline
- Lecture notes
- Answers to all end-of-chapter questions and assignments
- Solutions to all cases and exercises

TEST ITEM FILE

The Test Item File contains approximately 1,500 questions, all of which have been carefully reviewed to

provide a fair, structured program of evaluation. The questions for each chapter consist of a comprehensive set of multiple-choice, true/false, and fill-in questions. The Test Item File reinforces students' understanding of key terms and concepts and requires them to apply their critical-thinking and analytical skills.

PRENTICE HALLS COMPUTERIZED TEST MANAGER WINDOWS VERSION

This user-friendly software allows you to generate error-free tests quickly and easily by previewing questions individually on the screen and then selecting them randomly by query or by number. The Computerized Test Manager allows you to generate random tests with the extensive bank of questions. You can also edit the questions/answers and even add some of your own. You can create an exam, administer it traditionally or online, and analyze your success with the simple click of the mouse. The newest version of our Computerized Test Manager, ESATEST 2000, has been improved to provide users with a vast array of new options.

TELEPHONE TEST PREPARATION

For those instructors who prefer not to use the *Computerized Test Manager*, Prentice Hall provides a special 800 call-in service. All you need to do is call the **800 Testing Help Desk** to have a customized test created. The test can then be delivered by e-mail, U.S. mail, or overnight carrier.

COLOR ACETATE TRANSPARENCY PROGRAMS

A set of 150+ large-type transparency acetates is available to instructors on request. These visuals help bring concepts alive in the classroom and provide a starting point for discussing communication techniques. All transparencies are keyed to the *Instructor's Resource Manual*. **Many contrast poor and improved solutions to featured cases from the textbook.**

POWERPOINT PRESENTATION

An exciting, high-quality PowerPoint package created by Myles Hassell, University of New Orleans, is the best in the field. It comes in two versions:

1. Instructor version: an enhanced PowerPoint package for instructors to use for class, with colorful text-specific electronic slides that highlight and reinforce important concepts in the text. Free to adopters, these PowerPoint slides are available on CD or can be downloaded from the instructor's resource section of the "My Companion Website" at www.prenhall.com/boeve.
2. Student version: a special PowerPoint version for students to use for review purposes, or which can be conveniently printed three to a page for in-class note taking. These slides can be accessed in the student's resource section of this text's website.

STUDY GUIDE

A Study Guide for Business Communication Today by William Peirce, Prince Georges Community College, is designed to increase your students' comprehension of the concepts presented in this text. The guide provides chapter-by-chapter explanations and exercises designed to reinforce comprehension of key terms and concepts and to promote concept-application skills.

ONLINE COURSE RESOURCES

The "60 Keys to Mastering Effective Business Communication," available as an online course on the Web or

on a CD, presents three key concepts in each chapter in an enhanced, interactive lecture outline. Depth is added to the outline with a video introduction by the authors and with interactive elements and exercises to reinforce learning. Each lesson is concluded with a chapter summary writing assignment to strengthen students' understanding.

VIDEO SERIES AND VIDEO GUIDE

In early 2003, a series of thematically driven business communication videos will be launched. The first installment of four will include "**Challenge of Using Technology to Communicate Effectively**," "**Challenge of Working Effectively in Teams**," "**Challenge of Committing to Ethical Communication**," and "**Challenge of Choosing a Career and the Job Search**."

BUSINESS COMMUNICATION UPDATE NEWSLETTER FOR FACULTY

Delivered exclusively by e-mail every month, this newsletter provides interesting materials that can be used in class and offers a wealth of practical ideas about teaching methods. To receive a complimentary subscription, send an e-mail to bovee@leadingtexts.com. In the subject line, type "BCU Subscription Request." In the message area, please list your name and institutional affiliation. You can also subscribe at the authors' website at www.leadingtexts.com.

AUTHORS' E-MAIL HOTLINE FOR FACULTY

Integrity, excellence, and responsiveness are our hallmarks. That means providing you with textbooks that are academically sound, creative, timely, and sensitive to instructor and student needs. As an adopter of *Business Communication Today*, you are invited to use our E-Mail Hotline: bovee@leadingtexts.com. You can also access the hotline at www.leadingtexts.com. We want to be sure you're completely satisfied, so if you ever have a question or concern related to the text or its supplements, please contact us. We'll get back to you as quickly as possible.

INTRODUCING "MY COMPANION WEBSITE" FOR BUSINESS COMMUNICATION TODAY, SEVENTH EDITION

"My Companion Website" is your personal tool for the free online resources for this book, located at www.prenhall.com/bovee.

The website features one-click access to all of the resources created by an award-winning team of educators. Here is a preview of its exciting features.

FOR THE STUDENT

- **"My Companion Website" pages.** Unite all of your texts with this personal access page.
- **Notes.** Add personal notes to website resources for personal reminders and references.
- **Study guide.** Test your knowledge with the interactive study guide that offers a wide variety of self-assessment questions for every chapter. Results from the automatically graded questions provide immediate feedback that can serve as practice or be e-mailed to the instructor for extra credit.
- **Student resources.** Access the websites featured in this text by using the hotlinks provided and updated by the authors of this text, review chapter content by viewing the student version of the PowerPoint slides, see videos, or use the special materials developed for this course.
- **Internet resources.** New Internet exercises, in addition to those offered in the text, have been created by

the website team of professors and are continually being added to the website. These exercises are designed to promote students' critical thinking skills as they use the Internet to explore current issues.

- **Research area.** Save time finding the most valuable and relevant material available on the web. The research area provides a resource library that includes links to tutorials, virtual libraries, Internet resources, and more. Each link is annotated to expedite your research.
- **Talk to the Tutor.** Take advantage of the virtual office hours that allow you to post questions from any supported discipline and receive responses from the dedicated website faculty team.
- **Writing Resources Center.** Use the writing center's links to directories, thesauruses, writing tutors, style and grammar guides, and additional tools.
- **Career Resource Center.** Get career information, view sample resumes, even apply for jobs online.
- **Business Headlines.** Check out links to articles in today's business news.
- **Search.** Search all websites' resources for relevant articles and exercises.

FOR THE INSTRUCTOR

- **Online faculty support.** In this password-protected area, get the most current and advanced support materials that are available, including downloadable supplements, such as the instructor's manual, PowerPoints, articles, links, and suggested answers to current events activities offered on the website.
- **Syllabus manager.** Follow the easy steps for creating and revising a syllabus, with direct links to companion websites and other online content. Changes you make to your syllabus are immediately available to your students at their next login.
- **Messages.** Send messages to individual students or to all students linked to a course.
- **Faculty resources.** Take advantage of the teaching tips, techniques, academic papers, and sample syllabuses contributed by professors throughout the world.
- **What's New.** Get one-click access to all newly posted website resources.
- **Talk to the Team.** Participate in a moderated faculty chat room.

OFFERING BUSINESS COMMUNICATION TODAY, SEVENTH EDITION, AS AN ONLINE COURSE

Now you have the freedom to personalize your own online course materials. Prentice Hall Business Publishing provides the content and support you need to create and manage your own online course materials with WebCT, Blackboard, and CourseCompass.

WEBCT www.prenhall.com/webct

Gold Level Support, available exclusively to adopters of Prentice Hall courses, is awarded free of charge on adoption and provides you with priority assistance, training discounts, and dedicated technical support from WebCT.

BLACKBOARD www.prenhall.com/blackboard

Take your courses to new heights in student interaction and learning. Prentice Hall's class-tested online course content is now available with Blackboard's products and easy-to-use interface.

COURSECOMPASS www.coursecompass.com

CourseCompass™ is a dynamic, interactive course management tool powered by Blackboard. This exciting product allows you to teach with market-leading Pearson Education content in an easy-to-use customizable

format.

Users Review

From reader reviews:

Curtis Dugan:

The book Business Communication Today can give more knowledge and information about everything you want. Why then must we leave the best thing like a book Business Communication Today? Wide variety you have a different opinion about publication. But one aim that will book can give many info for us. It is absolutely suitable. Right now, try to closer with your book. Knowledge or information that you take for that, you are able to give for each other; it is possible to share all of these. Book Business Communication Today has simple shape nevertheless, you know: it has great and big function for you. You can appear the enormous world by wide open and read a guide. So it is very wonderful.

Edwin Ashford:

What do you with regards to book? It is not important along with you? Or just adding material when you want something to explain what the one you have problem? How about your free time? Or are you busy particular person? If you don't have spare time to try and do others business, it is give you a sense of feeling bored faster. And you have time? What did you do? All people has many questions above. They need to answer that question since just their can do in which. It said that about e-book. Book is familiar on every person. Yes, it is suitable. Because start from on jardín de infancia until university need this Business Communication Today to read.

Rose Davies:

The experience that you get from Business Communication Today could be the more deep you searching the information that hide inside words the more you get interested in reading it. It doesn't mean that this book is hard to understand but Business Communication Today giving you excitement feeling of reading. The author conveys their point in certain way that can be understood simply by anyone who read that because the author of this publication is well-known enough. This specific book also makes your own personal vocabulary increase well. It is therefore easy to understand then can go along, both in printed or e-book style are available. We propose you for having that Business Communication Today instantly.

Harold Phillips:

A lot of people always spent their very own free time to vacation or go to the outside with them family or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you would like try to find a new activity that's look different you can read some sort of book. It is really fun in your case. If you enjoy the book which you read you can spent the entire day to reading a e-book. The book Business Communication Today it doesn't matter what good to read. There are a lot of individuals who recommended this book. These were enjoying reading this book. In the event you did not have enough space bringing this book you can buy the e-book. You can m0ore easily to read this

book from a smart phone. The price is not very costly but this book offers high quality.

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