

About

Part 5. Reports
Planning, Proposing, and Researching Reports
Analyzing Information and Writing Reports
Making Oral Presentations

Part 4. Interpersonal Communication
Communicating Across Cultures
Working and Writing in Groups

Part 3. Basic Business Messages
Informative and Positive Messages
Negative Messages
Persuasive and Sales Messages

Business and Administrative Communication Eighth Edition
Book Summary

Part 2. Job Hunting
Resumes
Job Application Letters
Job Interviews, Follow-Up Messages, Job Offers, and First Jobs

We must ask ourselves not what we want, but what they want. -John H. Johnson

Part 1. The Building Blocks of Effective Messages

Business Communication, Management, and Success

Communicating on the Job

Costs of Poor Communication

Benefits of Improving Communication.

Criteria for Effective Messages.

Understanding and Analyzing Business Communication Situations

How to Solve Business Communications Problems

Adapting Your Message to Your Audience

Building Goodwill

Making Your Writing Easy to Read

Planning, Composing, and Revising

Designing Documents, Data Displays, and Visuals

All documents have one or more of the three basic purposes of organization writing: to inform, to request or persuade, and to build goodwill.

Inform, you explain something or tell readers something.

Request or Persuade, you want the reader to act. *Request* suggests that the action will be easy or routine; *persuade* suggests that you will have to motivate and convince the reader to act.

Build Goodwill, you create a good image of yourself and of your organization-the kind of image that makes people want to do business with you.

About

Business and Administrative Communication Eighth Edition Book Summary

We must ask ourselves not what we want, but what they want. -John H. Johnson

Part 1. The Building Blocks of Effective Messages

Business Communication, Management, and Success

Communicating on the Job

Wasted Time: Bad writing takes longer to read as we struggle to understand what we're reading.

A receiver who has to guess what the sender means may guess wrong.

Wasted Efforts: Ineffective messages don't get results.

A reader who finds a letter or memo unconvincing or insulting simply won't do what the message asks.

The language is stiff and legalistic (using words that come across sexist or are obsolete, such as "Gentlemen," "Please be advised," "herein," and "expedite").

The tone is selfish (written from the writer's point of view, lots of "us," "we," "I," "me," "our").

The main point is buried (lost somewhere in the middle is the least emphatic part of a paragraph).

The request is vague (what exactly are you asking for in order to resolve and process your request?).

Words are misused and can make the write appear ignorant or sloppy.

Legal Problems. Careful writers and speakers think about the larger social context in which their words may appear. What might those words mean to other people in the field? What might they mean to a judge and jury?

Benefits of Improving Communication.

Criteria for Effective Messages.

Understanding and Analyzing Business Communication Situations

How to Solve Business Communications Problems

Adapting Your Message to Your Audience

Building Goodwill

Making Your Writing Easy to Read

Planning, Composing, and Revising

Designing Documents, Data Displays, and Visuals

Part 2. Job Hunting

Resumes

Job Application Letters

Job Interviews, Follow-Up Messages, Job Offers, and First Jobs

Part 5. Reports

Planning, Proposing, and Researching Reports

Analyzing Information and Writing Reports

Making Oral Presentations

Part 4. Interpersonal Communication

Communicating Across Cultures

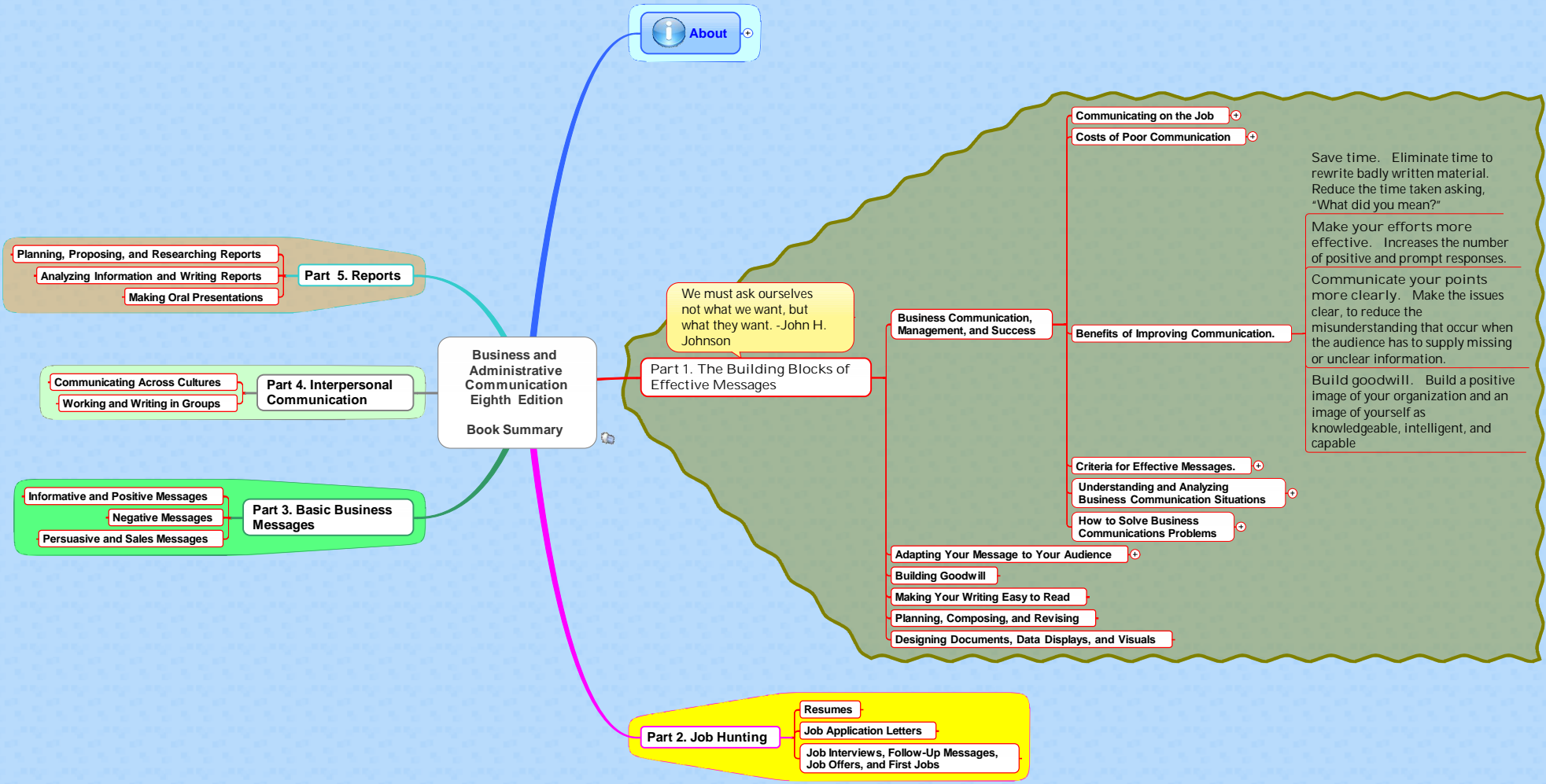
Working and Writing in Groups

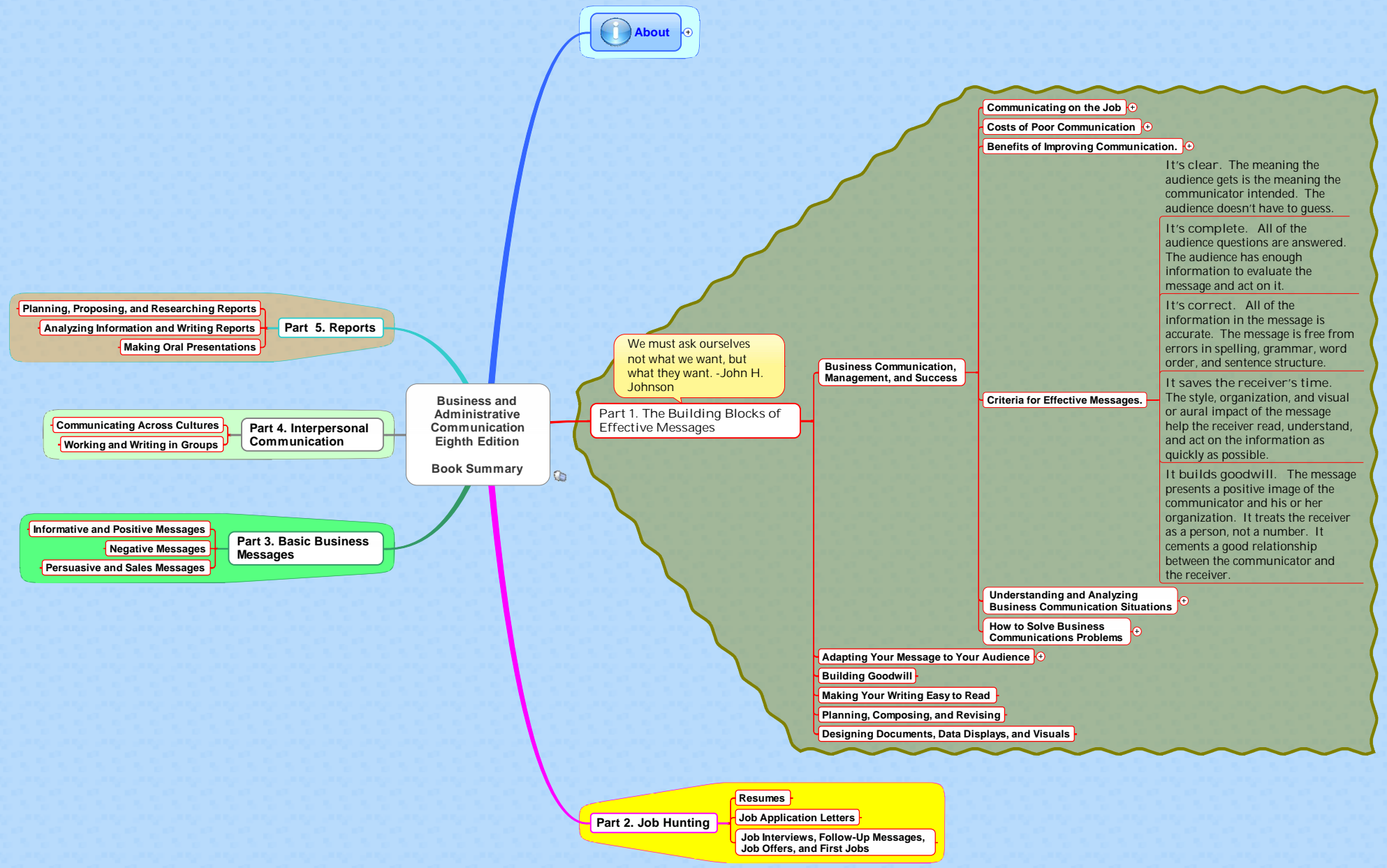
Part 3. Basic Business Messages

Informative and Positive Messages

Negative Messages

Persuasive and Sales Messages





About

Business and Administrative Communication Eighth Edition Book Summary

We must ask ourselves not what we want, but what they want. -John H. Johnson

Part 1. The Building Blocks of Effective Messages

Business Communication, Management, and Success

- Communicating on the Job
- Costs of Poor Communication
- Benefits of Improving Communication.
- Criteria for Effective Messages.

Understanding and Analyzing Business Communication Situations

- What's at stake--to whom?
- Should you send a message?
- What channel should you use?
- What should you say?
- How should you say it?

- Paper Documents
- Presentation
- Email
- Phone Call
- In Person
- Meetings
- Reports
- Memos
- Bulletins

How to Solve Business Communications Problems

- Adapting Your Message to Your Audience
- Building Goodwill
- Making Your Writing Easy to Read
- Planning, Composing, and Revising
- Designing Documents, Data Displays, and Visuals

Part 2. Job Hunting

- Resumes
- Job Application Letters
- Job Interviews, Follow-Up Messages, Job Offers, and First Jobs

Part 5. Reports

- Planning, Proposing, and Researching Reports
- Analyzing Information and Writing Reports
- Making Oral Presentations

Part 4. Interpersonal Communication

- Communicating Across Cultures
- Working and Writing in Groups

Part 3. Basic Business Messages

- Informative and Positive Messages
- Negative Messages
- Persuasive and Sales Messages

About

Business and Administrative Communication Eighth Edition Book Summary

Part 5. Reports
Planning, Proposing, and Researching Reports
Analyzing Information and Writing Reports
Making Oral Presentations

Part 4. Interpersonal Communication
Communicating Across Cultures
Working and Writing in Groups

Part 3. Basic Business Messages
Informative and Positive Messages
Negative Messages
Persuasive and Sales Messages

We must ask ourselves not what we want, but what they want. -John H. Johnson

Part 1. The Building Blocks of Effective Messages

Business Communication, Management, and Success

How to Solve Business Communications Problems

Communicating on the Job
Costs of Poor Communication
Benefits of Improving Communication.
Criteria for Effective Messages.
Understanding and Analyzing Business Communication Situations

Gather knowledge.
Us the six questions for analysis to analyze your audience, your purposes, and the situation.
Brainstorm solutions.
If you want to add or change information, get permission first.

1. What is (are) your audience(s)? What audience characteristics are relevant for this particular message? If you are writing or speaking to more than one person, how do the people in your audience differ?
2. What are your purposes in communicating?
3. What information must your message include?
4. How can you build support for your position? What reasons or audience benefits will your audience find convincing?
5. What objection(s) can you expect your audience to have? What negative elements of your message must you de-emphasize or overcome?
6. What aspects of the total situation may affect audience response? The economy? The time of year? Morale in the organization? The relationship between the audience and the communicator? Any special circumstances?

Answer the six questions for analysis.

Process to create good messages.

Organize your information to fit your audiences, your purposes, and the context.

Make your document visually inviting.

Sometimes you must mention limitations, drawbacks, or other negative elements, but don't dwell on them. People will respond better to you and your organization if you seem confident. Expect success, not failure. If you don't believe that what you're writing about is a good idea, why should they?

Revise your draft to create a friendly, businesslike, positive style

Edit your draft for standard spelling, punctuation, and grammar: double-check names and numbers.

A solution to a business communication problem must both solve the organization's problem and meet the needs of the writer or speaker, the organization, and the audience.

Use the response you get to plan future messages.

Adapting Your Message to Your Audience
Building Goodwill
Making Your Writing Easy to Read
Planning, Composing, and Revising
Designing Documents, Data Displays, and Visuals

Part 2. Job Hunting
Resumes
Job Application Letters
Job Interviews, Follow-Up Messages, Job Offers, and First Jobs