

Essentials of Business Communication 11e

MARY ELLEN GUFFEY

Emerita Professor of Business Los Angeles Pierce College m.e.guffey@cox.net

DANA LOEWY

Emerita Lecturer, Business Communication California State University, Fullerton dloewy@fullerton.edu



Australia • Brazil • Mexico • Singapore • United Kingdom • United States

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

Brief Contents

Unit 1: Business Communication in the Digital Age 1

1 Succeeding in the Social and Mobile Workplace 2

Unit 2: The Writing Process in the Information Age 35

- 2 Planning Business Messages 36
- 3 Organizing and Drafting Business Messages 62
- 4 Revising Business Messages 87

Unit 3: Workplace Communication 113

- 5 Short Workplace Messages and Digital Media 114
- 6 Positive and Neutral Messages 150
- 7 Negative Messages 186
- 8 Persuasive Messages 219

Unit 4: Business Reports and Proposals—Best Practices 251

- 9 Informal Reports 252
- 10 Proposals and Formal Reports 285

Unit 5: Professionalism, Teamwork, Meetings, and Speaking Skills 325

- 11 Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings 326
- 12 Business Presentations 362

Unit 6: Employment Communication 397

- 13 The Job Search, Résumés, and Cover Messages 398
- 14 Interviewing and Following Up 444

Appendixes

- A Document Format Guide A-1
- B Documentation Formats B-1
- C Correction Symbols and Proofreading Marks C-1
- D Grammar/Mechanics Handbook D-1

End Matter

Notes N-1

Index I-1

Brief Contents

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

Contents

Unit 1 Business Communication in the Digital Age

1

2

Succeeding in the Social and Mobile Workplace 2

- 1-1 Mastering the Tools for Success in the Twenty-First-Century Workplace 2
- 1-2 Developing Listening Skills 10
- 1-3 Learning Nonverbal Communication Skills 12
- 1-4 Recognizing How Culture Influences Communication 15
- 1-5 Becoming Interculturally Proficient 20

Unit 2 The Writing Process in the Information Age

Planning Business Messages 36

- Examining the Communication Process 36 2-1
- 2-2 Following the 3-x-3 Writing Process 38
- 2-3 Analyzing the Purpose and Anticipating the Audience 41
- 2-4 Adapting to the Audience With Expert Writing Techniques 44
- 2-5 Improving the Tone and Clarity of a Message 47

Summary of Learning Outcomes 51 Chapter Review 52

Critical Thinking 53 Writing Improvement Exercises 54 Radical Rewrites 57 Activities 58 Grammar/Mechanics Checkup 2 59 Editing Challenge 2 60 Communication Workshop 61

Summary of Learning Outcomes 23

Grammar/Mechanics Checkup 1 31

Chapter Review 25

Critical Thinking 26

Activities and Cases 26

Editing Challenge 1 32

Communication Workshop 33

- **Organizing and Drafting Business Messages** 62
- Drafting Workplace Messages 62 3-1
- 3-2 Organizing Information to Show Relationships 65
- 3-3 Drafting With Powerful Sentences 67
- 3-4 Mastering Four Skillful Writing Techniques 70

Contents

3

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.





Summary of Learning Outcomes 76 Chapter Review 77 Critical Thinking 78 Writing Improvement Exercises 78 Radical Rewrites 83 Grammar/Mechanics Checkup 3 84 Editing Challenge 3 85 Communication Workshop 86

4

Revising Business Messages 87

- 4-1 Stopping to Revise: Applying Phase 3 of the Writing Process 87
- 4-2 Enhancing Message Clarity 92
- 4-3 Using Document Design to Improve Readability 95
- 4-4 Catching Errors With Careful Proofreading 98
- 4-5 Evaluating the Effectiveness of Your Message 101

Summary of Learning Outcomes 102 Chapter Review 103 Critical Thinking 103 Writing Improvement Exercises 104 Radical Rewrites 109 Grammar/Mechanics Checkup 4 110 Editing Challenge 4 111 Communication Workshop 112

Unit 3 Workplace Communication



5

Short Workplace Messages and Digital Media 114

- 5-1 Writing Digital Age E-Mail Messages and Memos 114
- 5-2 Workplace Messaging and Texting 120
- 5-3 Making Podcasts and Wikis Work for Business 124
- 5-4 Blogging for Business 127
- 5-5 Social Networking for Business 131

Summary of Learning Outcomes 134 Chapter Review 136 Critical Thinking 137 Writing Improvement Exercises 138 Radical Rewrites 140 Activities and Cases 141 Grammar/Mechanics Checkup 5 147 Editing Challenge 5 148 Communication Workshop 149

6

Positive and Neutral Messages 150

- 6-1 Routine Messages: E-Mails, Memos, and Letters 150
- 6-2 Typical Request, Response, and Instruction Messages 153
- 6-3 Direct Claims and Complaints 159
- 6-4 Adjustment Messages 163
- 6-5 Goodwill Messages 166

Summary of Learning Outcomes 170 Chapter Review 171 Critical Thinking 172 Writing Improvement Exercises 173 Activities and Cases 177 Grammar/Mechanics Checkup 6 183 Editing Challenge 6 184 Communication Workshop 185

vii

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

Negative Messages 186

- 7-1 Communicating Negative News Effectively 186
- 7-2 Analyzing Negative News Strategies 187
- 7-3 Composing Effective Negative Messages 191
- 7-4 Refusing Typical Requests and Claims 197
- 7-5 Managing Bad News Within Organizations 201

Writing Improvement Exercises 208 Radical Rewrites 210 Activities and Cases 211 Grammar/Mechanics Checkup 7 216 Editing Challenge 7 217 Communication Workshop 218

Critical Thinking 208

Summary of Learning Outcomes 206 Chapter Review 207

8

Persuasive Messages 219

- 8-1 Understanding Persuasion in a Social and Mobile Age 219
- 8-2 Planning and Writing Persuasive Requests 221
- 8-3 Writing Effective Persuasive Claims and Complaints 222
- 8-4 Crafting Persuasive Messages in Digital Age Organizations 224
- 8-5 Creating Effective Sales Messages in Print and Online 228
- Summary of Learning Outcomes 237 Chapter Review 238 Critical Thinking 239 Writing Improvement Exercises 239 Radical Rewrites 240 Activities and Cases 243 Grammar/Mechanics Checkup 8 248 Editing Challenge 8 249 Communication Workshop 250

Unit 4 Business Reports and Proposals—Best Practices



diLab/Shutterstock.con

Informal Reports 252

- 9-1 Preparing Reports in the Digital Age 252
- 9-2 Report Formats and Heading Levels 256
- 9-3 Identifying the Problem, Defining the Purpose, and Collecting Data 259
- 9-4 Preparing Short Informational Reports 262
- 9-5 Preparing Short Analytical Reports 268

Summary of Learning Outcomes 276 Chapter Review 277 Critical Thinking 278 Activities and Cases 278 Grammar/Mechanics Checkup 9 281 Editing Challenge 9 283 Communication Workshop 284

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

10 Proposals and Formal Reports 285

- 10-1 Preparing Business Proposals 285
- 10-2 Preparing Formal Business Reports 291
- 10-3 Collecting Information Through Primary and Secondary Research 294
- 10-4 Documenting Information 300
- 10-5 Incorporating Meaningful Visual Aids and Graphics 303
- 10-6 Understanding Formal Report Components 308

Summary of Learning Outcomes 312 Chapter Review 313 Critical Thinking 314 Activities and Cases 315 Grammar/Mechanics Checkup 10 320 Editing Challenge 10 321 Communication Workshop 322

Unit 5 Professionalism, Teamwork, Meetings, and Speaking Skills



Professionalism at Work: Business Etiquette, Ethics, Teamwork, and Meetings 326

- 11-1 Developing Professionalism and Business Etiquette Skills at the Office and Online 326
- 11-2 Communicating Face-to-Face on the Job 330
- 11-3 Following Professional Telephone and Voice Mail Etiquette 335
- 11-4 Adding Value to Professional Teams 338
- 11-5 Planning and Participating in Face-to-Face and Virtual Meetings 343

Summary of Learning Outcomes 350 Chapter Review 351 Critical Thinking 353 Activities and Cases 353 Grammar/Mechanics Checkup 11 358 Editing Challenge 11 360 Communication Workshop 361

12

Business Presentations 362

- 12-1 Creating Effective Business Presentations 362
- 12-2 Organizing Content to Connect With Audiences 365
- 12-3 Understanding Contemporary Visual Aids 371
- 12-4 Preparing Engaging Multimedia Presentations 374
- 12-5 Polishing Your Delivery and Following Up 380

Summary of Learning Outcomes 384 Chapter Review 385 Critical Thinking 386 Activities and Cases 386 Grammar/Mechanics Checkup 12 392 Editing Challenge 12 394 Communication Workshop 395

Contents

ix

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. WCN 02-200-203

Copyright 2019 Cengage Learning. All Rights Reserved. May not be copied, scanned, or duplicated, in whole or in part. Due to electronic rights, some third party content may be suppressed from the eBook and/or eChapter(s). Editorial review has deemed that any suppressed content does not materially affect the overall learning experience. Cengage Learning reserves the right to remove additional content at any time if subsequent rights restrictions require it.

Aonkey Business Images/Sh

Summary of Learning Outcomes 433 Chapter Review 435 Critical Thinking 436 Radical Rewrites 436 Activities and Cases 438 Grammar/Mechanics Checkup 13 441 Editing Challenge 13 442 Communication Workshop 443

Unit 6 Employment Communication

- The Job Search, Résumés, and Cover Messages 398
 - 13-1 Job Searching in the Digital Age 398
 - 13-2 Developing a Job-Search Strategy Focused on the Open Job Market 402
 - 13-3 Unlocking the Hidden Job Market With Networking 404
 - 13-4 Customizing Your Résumé 409
 - 13-5 Using Digital Tools to Enhance Your Job Search 421
 - 13-6 Cover Messages—Do They Still Matter? 425

Interviewing and Following Up 444

- 14-1 Interviewing Effectively in Today's Competitive Job Market 444
- 14-2 Before the Interview 448
- 14-3 During the Interview 452
- 14-4 After the Interview 462
- 14-5 Preparing Additional Employment Documents 465

Summary of Learning Outcomes 468 Chapter Review 470

Critical Thinking 471 Radical Rewrites 472 Activities and Cases 473 Grammar/Mechanics Checkup 14 479 Editing Challenge 14 480 Communication Workshop 481

Appendixes

- Appendix A Document Format Guide A-1
- Appendix B Documentation Formats B-1
- Appendix C Correction Symbols and Proofreading Marks C-1
- Grammar/Mechanics Handbook D-1 Appendix D

End Matter

Notes N-1

Index I-1