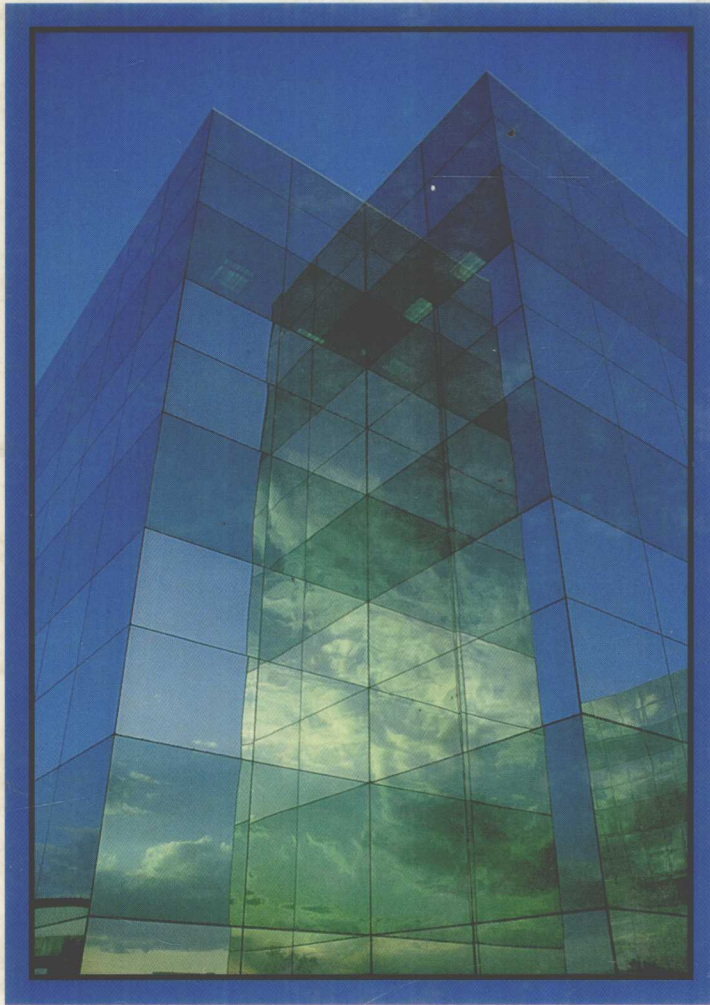


Communication *for* Management *and* Business *Fifth Edition*



Norman B. Sigband
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Communication *for* **Management** *and* **Business** *Fifth Edition*

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Preface

We have approached this revision of *Communication for Management and Business* by listening to instructors, students, and the business community. We heard them asking for a textbook that breaks new ground without excluding traditional topics. In addition, we heard their urgent request for practical supplemental materials, including a resource guide, test bank, lecture transparencies, computer software, and a classroom management system. In this, the fifth edition of *Communication for Management and Business*, we attempt to respond creatively, thoroughly, and responsibly to what *you* have told us.

First, this edition expands its treatment of the revolution in electronic communication. We extended the discussion of new communication technologies to include desktop publishing, FAX, and other new tools. Just as important, we included instruction on how these technologies can be used by individuals and organizations for improved communication. Special emphasis is given to the importance of computer graphics in business documents and presentations, as highlighted in the new state-of-the-art color portfolio at the heart of the text.

Second, this new edition casts a wider net to catch up several more forms of contemporary business communication. We added major sections on writing proposals, business plans, annual reports, and instructional materials. New types of memos, letters, reports, presentations, and interviews have been added to those included in previous editions.

Third, this edition uses cases and examples drawn from today's business concerns. Seven new cases were added on such contemporary topics as health maintenance, computer security, and mergers. We emphasized the importance of legal hazards and sensitivities in business communication with seven strategically placed supplements on business communication law and precedents. And we recognized the new wave of international and intercultural business opportunities and challenges with an entirely new chapter on intercultural communication. This chapter focuses on not only our major trading partners but also on the diverse cultures of our own society.

We offer you a text that practices the stylistic lessons it preaches. Virtually every sentence of this new edition was scrutinized for style, coherence, and meaning. New end-of-chapter questions were added for fresh, motivating assignments. High-interest boxed passages appear throughout the text. New photos, illustrations, and drawings are included to clarify and emphasize major points.

The fifth edition, furthermore, continues the tradition of *Communication for Management and Business* as “three books in one”:

- a textbook that covers every major and many minor topics in both written and oral interpersonal and organizational communication.
- a casebook that offers challenging problems based on realistic business situations. These cases provide the bases for classroom analysis and discussion, role playing, as well as exercises for interviewing, meetings, memos, letters, proposals, and reports.
- a book of readings that serves as an important resource for students and instructors. These articles offer various points of view on major communication topics and save time that might have been involved in library research.

The fifth edition of *Communication for Management and Business* represents the best efforts of a committed team of authors, editors, and production staff. We welcome your review and use of the entire text package.

SUPPLEMENTS

The new edition appears with a powerful and complete package of ancillaries.

- The *Resource Guide* now includes advice on using word-processing, desktop publishing, computer graphics, and tutorial software in the business communication curriculum. An overview of principles and methods of business-communication instruction is provided for new teachers or those in transition. A carefully designed writing diagnostic examination tells both instructor and student what writing skills should be studied. In addition, true-false and essay tests are provided for each chapter.
- The updated *Test Bank* is available in a printed booklet and on computer disk, with a test generator. The computerized test bank is part of DIPLOMA, a complete classroom-management program.
- The larger package of *color transparencies* includes “before” and “after” examples of business documents as well as other materials related to every part of the textbook.
- Three ancillaries on *computer disk* provide students with diagnosis of their writing skills and with writing practice. One of these programs is new with this edition, and the other two are thoroughly revised.
- Business communication *videotapes* and *films* are available for use by book adopters.

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