

双语教学丛书

商务沟通精要 (影印版)

Business Communication Essentials

考特兰·L·博韦 (Courtland L. Bovée)

约翰·V·茜尔 (John V. Thill)

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前言

商务英语练习的综合教材

这本书讲述商务活动中的语法、技巧和应用，可以作为教材、工具书或者手册使用，是一门包涵商务沟通所有要素的课程。

本书提供了大量现实世界发生的商务活动例子和文献资料。另外，本书的特色在于，每一章节后面都附有问题、扩展性的工作计划、课后作业和值得深入研究的案例。

本书的三步骤学习方法，方式独特，能使学生发现自身在商务沟通措辞和使用技巧上的不足。同时，本书提供许多文书格式和电子资源，用来提高学生运用商务英语的能力。

《商务沟通精要》这本书为读者提供了一套全面的商务学习系统。这种设计思路使该书比其他任何一本书都能更快更有效地提高学生的工作能力。本书一共有 14 章，每章都通过四个方面的内容来为读者提供系统的学习框架。

1. 要点预习板块

每章的学习目标清晰概括出了学生需要掌握的核心概念。

2. 要点深化板块

每章的正文内容是有关核心概念的有条不紊、简洁精炼的讲述。这些阐述进一步深入解释了核心概念，使学生较快、较容易地了解、掌握这些概念。

3. 要点提高板块

每章中的实际案例和附有详细解释的标准文献，大大提高、增强了学生的商务活动能力。贯穿全书的一套完整的写作程序，为学生提供了撰写商务文书的标准格式。另外，书中诸多精心挑选的展示内容，能有效激发学生的学习兴趣。

4. 要点加强板块

本书的各章内容丰富，书中不仅有随处可见的旁注和章节概述，并且每个章节后面都附有习题、课后作业和值得探讨的案例。这些练习内容可以分为“知识测试”、“知识应用”、“知识练习”和“知识拓展”四类。此外，“提高语法、学习技巧和应用水平”这个板块，主要是为了提高学生运用商务英语的能力，加强学生的遣词造句能力。

该书提供了商务活动中所需的全面知识，书中丰富的资源，可以用来支持教师教学，促进学生的学习效果。本书注重实例分析，这将有助于提高那些还未熟练掌握商务英语知识的学生运用语法、标点、文体和技巧的能力，全面改善其商务文章的写作水平。这些方面的能力，是学生在当今的工作环境下获取成功的前提。

本书特色

注重写作程序和文章格式

在本书中，作者提出了一种简单易行的三步骤写作方法，为学生提供了一种实用、可行的商务公文写作技巧。三步骤如下：

- 设计商务文书。

- 制作商务文书。
- 完善商务文书。

这种写作方法，不仅适用于撰写信函、邮件、备忘录，而且适用于简报、公文和招聘信息的写作。

为了使撰写过程更完整，作者在全书前后都提供了大量的格式文件，从而使学生可以接触到很多真实、生动的例子。这些格式文件包括信件、备忘录、邮件、商务简报，甚至还有履历表、个人简历。

标准文书举例，进行深层评析

本书提供了大量标准文书，其中很多是作者对名牌企业的咨询研究成果。“深层评析”通过大量的旁注，让学生掌握如何应用书中提供的原则。其中有很多标准文书，是穿插在三步骤的写作过程中的，目的就是让学生体会并掌握作者在准备、撰写和校对文书时考虑的重点所在。此外，书中那些粗糙的初稿和经过完善后的改稿两者之间的对比，可以有助于学生辨析最佳的写作技巧。

分析资料

本书从广泛的公文函件中，挑选出一些经典文件，让学生自行评价、修正。这些公文内容涉及信件、备忘录、邮件、图示样本、各种应用文和个人简历。让学生自己动手分析和修正书中的示例，能增强学生应用商务知识的能力。“文书评析”板块，是“提高语法、学习技巧和应用水平”环节的一部分，这部分内容也为学生提供了更多分析、改正实际商业信函的机会。

问题与练习

本书每章后面的问题可以分成两部分：

1. 知识测试（10个复习问题）。
2. 知识应用（5个应用习题）。

这些课后习题一方面检验学生对文中讲授的概念的把握程度，另一方面也是文中所讲内容的延伸扩展，使学生学会拓宽思维，不要仅仅局限于书中的内容。教师可以利用这些问题进行课堂讨论或作为课内作业，培养学生课堂发言和团队协作的能力，也可以将这些习题作为课后作业或者是课程的累计积分。

本书通过大量的练习，使学生事先接触到工作中可能遇到的各种麻烦问题，这将大大有利于今后的工作。这些习题被分类列出，比如“文书分析”方面、“团队协作”方面、“商务伦理”方面、“互联网”方面等。

实用案例

本书列举的公司的例子大多数是真实的。当我们的学生在未来在国内外不同规模、不同性质和类型的公司工作遇到问题时，书中这些生动、实用案例的分析，能大大提高学生灵活处理各种问题的能力。这些案例的练习重点在于培养学生的团队精神、商务邮件的写作能力和上网搜索信息的能力。

商务沟通笔记

这部分放在每章的最后，内容集中于4个方面：道德规范、沟通技巧、跨文化沟通和工作技能。为了使学习更全面和丰富，我们为学生提供了这方面的参考网站。此外，这部分还包含三个“成功必备”性质的问题。

真实世界的开章引言

每章以名为“来源于真实世界”的沟通专家对于商务沟通某方面的洞察论断作为引言。

注重团队合作精神

第2章全面阐述了如何有效地进行团队沟通。本章最后的“知识应用”部分会列举一些实际例子，并将团队活动进行分类。学生通过实地操作，完成这些实际练习，并提出解决方案。练习中的一些其他要求，可以提高学生解决商务活动问题的能力。

视频案例

这些新颖、经过专业制作的视频案例，内容广泛，分别包含道德伦理、商务技巧、跨文化沟通等方面。这些活生生的例子，将加深学生对书中概念和观点的理解和把握。这些视频案例以介绍本书的学习目标为开始，以简短的背景资料作为结束。这些视频案例要求学生与之互动学习，学生通过回答问题，做出决策等诸多练习活动，能够积极解决现实的商务沟通问题。同时网站上还有该问题的追踪报道和深度探索。

SCANS（美国劳工部必需技能委员会）

这部分讲述学生完成从学校学习到参加工作的角色转换所需的技能。美国劳工部下属的必需技能委员会指出，学生受教育的关键在于学生的学术水平和工作技能达到国家标准。本书包含了大量题材来自现实生活的案例。这些案例将有助于促进互动教学效果，帮助学生达到美国劳工部必需技能委员会设定的要求，

工作面试

本章全力讲解工作面试，并接着讲述了面试后应注意的事项。作者讲述了面试的类型和面试所要经历的不同阶段。通过本章的学习，学生将学会如何准备面试，如何表现出自信心以及如何发挥自身的应试风格。

工作申请及其相关范文

本部分阐述如何准备电子版的简历、网页形式的简历和传统格式的简历，同时指导学生如何撰写工作申请书。旨在帮助学生掌握一些顺利找到工作的基本技能，包括找工作之初，需要挖掘哪些新的电子资源这方面的内容。

附注

本书有很多附注，分别插写在各个文书范例后边。这些附注简练勾勒出写作的框架。当学生在未来工作中撰写文章时，就可以查看手边这些便利的附注，它将能够让学生在最短的时间内重新温习以前学习过的内容，更快地掌握文章写作的技巧。

学习目标

在每章的开始，作者都清晰列出了学生需要掌握的重要概念。

旁注

为了改善学习效果，书中附带有旁注，这些旁注都是文中内容的摘要。学生不能只浏览旁注来替代整篇文章的阅读，但这些旁注可以让学生迅速把握文中要点，复习该章节，或者直接浏览旁注，跳入自己最感兴趣的章节进行学习。

通过商务英语练习获得良好的学习效果

本书有14章，每一章节都一步步地引导学生学习商务英语语法、技巧和应用。并且书中留有空白，供学生回答问题。如果学生愿意答题，老师可以让学生直接把答案写在空白位置

上。“提高语法、学习技巧和应用水平”这部分，就是通过三个层面上能力的不断加强，来规范学生的文章写作习惯的：

1. 自我检测题。通过 15 道自我检测练习题，学生可以发现自身在写作上的弱点。

2. 实地工作应用题。该部分包含 15 道来自现实商务活动的案例习题，这些题在商务措辞、标点、大写、缩写、数字格式、文字分节和词汇上都有问题，要求学生加以识别并改正。

3. 文书修改题。这部分给出一篇存在许多错误的文书，学生应用附录 C 的标准校对符号进行修改。

此外，学生可以通过书中所给的大量习题来强化写作能力。本书中的这些习题都是以现实工作场景为背景的。这种教学方法，有助于提高学生的写作技巧，使学生高效进行商务沟通，并帮助其在以后的业务往来中获取更大的成功。

全面培养学生的高超技能

《商务沟通精要》强调了商务沟通过程中有效利用技巧的重要性。贯穿全书始末的这些增强技巧的方法在其他书中是很难找到的，这为培养学生的技巧和能力，提供了广阔的学习空间。

1. 正文的讨论交流方式。本书的正文阐述通过互联网、电子邮件、语音邮件、传真、软件、幻灯片等工具进行商务交流。

2. 商务沟通笔记。在每章的最后，有一个特定的环节，讲述技巧的重要性以及如何在商务沟通中最有效地利用技巧，发挥技巧优势。这个环节的内容包含三方面的问题。此外，每方面的问题还附有一个相关网址，便于学生课外查阅。

3. 侧重于电子商务。“深层评析”和文书写作案例，都给出了电子商务时代学生可能遇到的商务沟通难题，这也是本书的一大特色。

4. 网上练习。通过学习每章后面的“知识拓展”这部分内容，学生可以充分认识到网站上的商务沟通信息的价值。我们鼓励学生访问“热门网站 (Best of the Web)”，练习“热门网站”里的测试题。此外，我们还鼓励学生自行寻找与本书章节内容相关的网站，来发现网页上的其他相关商务沟通信息，从而扩大视野，增长见识。

5. 友情链接。本书为学生和教师提供了一个很有帮助的网站 (www.prenhall.com/bovee)。学生可以在上面做多项选择题、对/错题，以及从本书的章末摘录下来的问答题，教师可以从该网站上下载本书的教辅材料。

为教学精心设计的完整的参考资料库

为了方便教师进行教学和学生进行学习，作者精心设计了一个内容丰富的指导资料库。

教师资料手册

这本资料手册包罗万象、内容丰富，由美国尼古拉斯州立大学贝蒂·克莉恩 (Betty Kleen) 撰写，是教学的必备工具。该手册中有许多教学参考资料，为教师丰富授课内容提供一些帮助，比如教学双方的互动式写作、相关问题的答案，以及后面相关章节中公文范例的参考性的解决方案。这个手册包罗万象，是个完整的辅助资源库。该手册有助于教师迅速发现每一章节的要点，整合各个相关资源。该手册包括的要点如下：

- 课程设计索引。
- 样本范例提纲。
- 互动写作指南。
- 英语技能测试。
- 章节概述。
- 讲稿。
- 学生经常遇到的问题摘要及其建议和解决方案。
- 章末习题和课后作业的答案。
- 案例和练习题的答案。
- 为每章提供的一个 10~15 道题的小测验。

测试试题集

本试题集一共分为 14 章，每章都包含 100 道测试题，这些题都经过专家的认真挑选，测试质量比较高。这些题是由明尼苏达大学的霍利·利特菲尔德（Holly Littlefield）撰写的，题型包括多项选择题、对/错题、填空题和问答题。每个题型都分为简单、中等和偏难三个层次，涉及的内容有基本概念和实践应用。这些测试题都标明了页码，列出了练习目标，从而使师生迅速、简便地了解该题目的测试目的，平衡了师生双方对测试题难易程度的把握偏差。

Prentice Hall 出版社的电脑自动测试中心（视窗版本）

我们的电脑测试软件的用户界面友好、方便。你可以先在电脑屏幕上预览问题，然后随机根据印象或考题编号进行选择。我们的测试软件就可以简单、快速地为你产生一份准确无误的试卷。电脑自动测试中心存有大量的习题，学生可以很方便地随机抽取一份试卷。当然，你还可以自行剪辑问题和答案并向测试中心增加自己编制的习题。当你创建完一份试卷后，就可以用传统的方式答卷或者直接在网上答题，答完后点击鼠标提交试卷，电脑就自动批改试卷，并分析出你答题的正误情况。此软件的最新版本是 ESATEST 2000，比旧版本增加了更多习题，扩大了选择空间。

电话定制试卷

如果你不想用电脑自动测试软件，就可以直接拨打该测试中心提供的 800 专线服务电话。你只要拨打 1-800-550-1701，就能产生一份传统格式的试卷。你可以通过电子邮件、普通邮寄或快递等多种方式来索取。

幻灯片展示

为提高课堂教学效果，新奥尔良大学的迈尔斯·哈塞尔（Myles Hassell）教授编纂了许多幻灯片，分为两个版本：

1. 教师版本：为了便于教师的课堂教学，作者专门在彩色幻灯片上打出书中需要重点讲解和强化理解的概念。教师可以自行决定采用与否，这些幻灯片可以从 www.prenhall.com/bovee 网站的教师资源内容中进行下载。

2. 学生板块：为了便于学生进行复习，作者也专门为学生制作了幻灯片，它可以被打印出来当作课堂笔记使用。同样也可以到本书提供的网站上下载这些幻灯片。

工作搜寻板块

工作搜寻板块将手把手地指导学生如何识别工作机会、如何开始寻找工作、如何准备工作简历之类的文件及其相关资料。作为补充，本书还提供了一个职业介绍数据库，将会使学生受益无穷。

本书的网站同时使用西班牙语解释相关商务术语

本书所涉及的重要概念和一般商务术语在本书提供的网站上都有详细说明，分别用英语和西班牙语两种语言来完成。学生可以点击网站上的小喇叭，以便纠正自己的发音。

电子简讯

为了使课堂教学更生动、活泼,商务沟通更新部门每半年就会向你提供内容提示、授课技巧和相关建议等信息,这些内容都来自本书作者。如果你想得到这些免费材料,请发 E-mail 到 bovee@leadingtexts.com,主题写上“BCU”,并在信息区写上姓名和书号。你还可以登录作者自己的网站(www.leadingtexts.com)下载。

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这个网站由知名教育工作者写成,读者登录网站后,用鼠标点击“Companion Website”,电脑就会自动链接过去。这里简单向你介绍一下本网站的内容:

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☐ Companion Website Homepage。本页集合了本书所有的主题内容。

☐ Study Guide。为每章列出了一系列内容宽泛的题材,通过互动式学习,检验学生学习成果。测试结果由电脑自动生成,所以可以进行自我测试或给教师发邮件来取得额外分数。

☐ Internet Exercises。这些题目直接从本书章后摘录下来,学生可以链接到许多相关网站,并进行答题。

☐ Student Resources。学生随时都可以进入到由本书作者提供并负责维护更新的网站。通过幻灯片复习课程或者使用补充材料拓宽课堂视野。

☐ Research Area。为节约学生和教师找到有价值资料的时间,网站上附有搜索条。这个搜索工具功能强大,和许多虚拟图书馆链接,学生和教师可以快速有效地找到资料,网外资源搜索像网内资源一样快,学生和教师可以快速有效地找到资料。

☐ Study Hall。包括个人财务信息、时间管理、学习技能、学生主修科目等。可获取工作信息、浏览简历样本甚至可以在线申请工作。

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☐ Online Faculty Support。读者进入这个区域需要密码,这个区域会为你提供最新资料。教师可以在此下载手册、幻灯片、文章、友情链接网址和本书附带的案例答案。

☐ Syllabus Editor。利用友情链接资源和在线网络资源,教师可以简单快速地编写新的课程摘要,供学生下次登录时使用。

☐ Messages。你可以给参加本课程学习的学生发送信息。

☐ Financial Times Week Ahead。由美国《金融时报》的商务编辑安德鲁·希尔(Andrew Hill)提供的每周头条商务新闻。

考特兰·L·博韦

约翰·V·茜尔

巴巴拉·E·沙茨曼

A Guided Tour of

Business Communication Essentials

An All-in-One Text-Workbook with Business English Exercises

This new book is a text, a workbook, and a Handbook of Grammar, Mechanics, and Usage, providing an all-in-one package for a course covering the essentials of business communication.

The book includes numerous real-world examples and document critiques and features the most extensive end-of-chapter activities available, including questions, extensive worksheet exercises, assignments, and cases.

A unique three-level approach for learning grammar and mechanics identifies students' weaknesses and helps strengthen their skills using a variety of print and electronic resources.

Business Communication Essentials' integrated learning system is designed to help students develop employment skills more quickly and more effectively than with any other book. Each of the 14 chapters implements this learning system in four important ways:

1. Previewing Essentials

Each chapter's learning objectives provide a clear overview of the key concepts students are expected to master.

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Writing Business Messages

*From the
Real World*

"My college professor said to take who! you know, close your eyes, and pretend you're running home and opening the door and saying, 'Hey, Mom, guess what?' The next words will be your first line."

—Julie Galle
Writer/Producer
weather.com

After studying this chapter, you will be able to

- 1 Illustrate why good organization is important to both you and your audience
- 2 List the four activities required to organize business messages effectively
- 3 Summarize five features of an effective outline
- 4 Identify three factors you must consider before choosing a direct or an indirect approach
- 5 Explain four things you should avoid to achieve a conversational tone in business messages
- 6 Describe five techniques for selecting the best words when writing business messages
- 7 Discuss three measures you can take to help you create more effective sentences
- 8 List four methods of establishing transitions to make paragraphs coherent

Julie Galle is writer/producer for the official website of The Weather Channel, weather.com. Whether writing a short news item about a flood in Missouri or a lengthy report on the effects of global warming, Galle must organize and compose her messages so that members of her audience can easily understand the information, believe it, and quickly apply it to their own lives. Galle limits the scope of her articles and carefully organizes them. Although short news stories may require only the briefest notes of a few facts, Galle prepares outlines for long pieces. For non-news items and long reports, she usually writes three drafts: for style, for covering meteorological points, and for proofing grammar and punctuation.¹

Organizing Your Message

Misinterpreted messages waste time, lead to poor decision making, and shatter business relationships. So you can see how valuable clear writing and good organization can be.² Successful communicators like Julie Galle rely on good organization to make their messages meaningful.³

What exactly makes a particular organization "good"? Although the definition of good organization varies from country to country, in the United States and Canada it generally means creating a linear message that proceeds point by point. Consider Figure 4.1 on page 72. The poorly written draft displays weak organization, but the organization is

Poor organization costs time, efficiency, and relationships.

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DECIMAL OUTLINE

- 1.0 First Major Part
 - 1.1 First subpart
 - 1.2 Second subpart
 - 1.2.1 Evidence
 - 1.2.2 Evidence
 - 1.2.2.1 Detail
 - 1.2.2.2 Detail
 - 1.2.3 Evidence
 - 1.3 Third subpart
- 2.0 Second Major Part
 - 2.1 First subpart
 - 2.1.1 Evidence
 - 2.1.2 Evidence
 - 2.2 Second subpart

ALPHANUMERIC OUTLINE	DECIMAL OUTLINE
I. First Major Part	1.0 First Major Part
A. First subpart	1.1 First subpart
B. Second subpart	1.2 Second subpart
1. Evidence	1.2.1 Evidence
2. Evidence	1.2.2 Evidence
A. Detail	1.2.2.1 Detail
B. Detail	1.2.2.2 Detail
3. Evidence	1.2.3 Evidence
C. Third subpart	2.0 Third subpart
II. Second Major Part	2.0 Second Major Part
A. First subpart	2.1 First subpart
1. Evidence	2.1.1 Evidence
2. Evidence	2.1.2 Evidence
B. Second subpart	2.2 Second subpart

4. Reinforcing Essentials

Chapter material is reinforced not only with margin notes and a chapter summary but also with end-of-chapter exercises, assignments, and cases that have been logically sorted into categories such as “Test Your Knowledge,” “Apply Your Knowledge,” and “Practice Your Knowledge,” and “Expand Your Knowledge.” In addition, the extensive “Improve Your Grammar, Mechanics, and Usage” section in each chapter helps students polish their English skills.

Test Your Knowledge

1. How does good organization help you write more effective messages?
2. How does good organization help your audience?
3. What four actions help you organize messages more effectively?
4. What three elements do you consider when choosing between a direct and an indirect approach?

6 Writing Business Messages

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Apply Your Knowledge

1. When does a good organization help you write more effective messages? Please explain.
2. Some people feel that making an outline for a business message is a waste of time. Do you agree or disagree? Please explain.
3. Would you use a direct or an indirect approach to ask employees to work overtime to meet an important deadline? Please explain.
4. Which approach would you use to let your boss know that you'll be out half-day this week to attend your father's funeral—direct or indirect? Why?
5. I should know. (Do you think that using an indirect approach to convey sensitive information is manipulative? Discuss the ethical issues in your answer.)

Expand Your Knowledge

Find It on the Web

Compose a Better Business Message

At Purdue's Online Writing Lab (OWL), you'll find tools to help you improve your business messages, for advice on composing written messages, for help with grammar, and for referrals to other online resources, you'll be wise to visit this site. Purdue's OWL offers online services and an introduction to Internet search tools. You can also download a variety of handouts on writing skills. Check out the resources at the OWL homepage and learn how to write a professional business message.

Exercises

1. Explain why positive wording in a message is more effective than negative wording. Why should you be concerned about the position of good news or bad news in your written message?
2. What four factors of tone should you consider when conveying your message to your audience?

3. What points should you include in the close of your business message? Why?

Expanding the Web on Your Own

Review these chapter-related websites on your own to learn more about writing business messages.

1. Write it right: be paying attention to the writing tips at buffsforbusiness.com.
2. Looking for the perfect word? The Word Plus site links to more than 50 helpful sites, including *Acronyms*, *Thesauri*, *Book of Idioms*, *Synonyms*, *Writing Dictionary*, and *Word Frequency Index*.
3. Maximize your e-mail effectiveness by visiting *A Beginner's Guide to Effective E-Mail*.

Practice Your Knowledge

Exercises for Perfecting Your Writing

Message Organization: Choosing the Approach Indicate whether the direct or the indirect approach would be best in each of the following situations. Write *direct* or *indirect* in the space provided.

1. _____ A letter asking which next year's subscribers will be put on sale locally.
2. _____ A letter from a court clerk, graciously requesting a letter of recommendation from a former instructor.
3. _____ A letter turning down a job applicant.

Business Communication Essentials is the centerpiece of a comprehensive package that includes a remarkable assembly of resources to support teaching and promote learning. With its heavy emphasis on exercises to improve grammar, punctuation, style, usage, and writing skills, this text offers students—especially those who lack proficiency in business English—the tools they need to succeed in today's workplace.

Explore This Text's Exciting Features

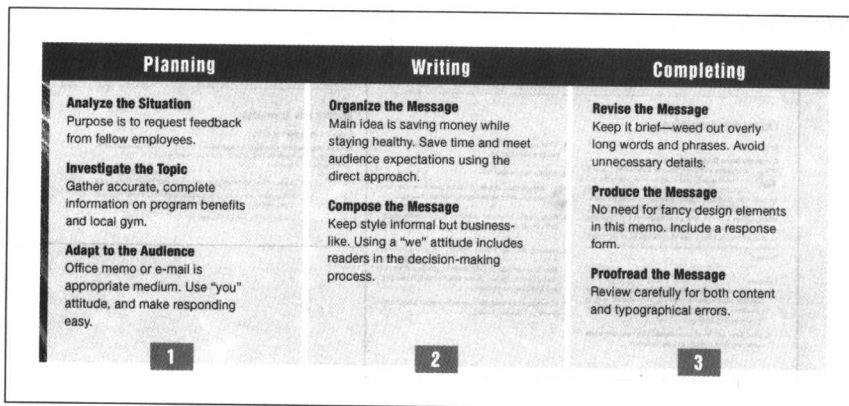
Emphasis on Writing Process and Model Documents

The authors have organized the text into a process of three easy-to-follow steps, offering students a practical strategy for writing business messages. The three-step process comprises

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

This process is applied not only to letters, e-mail, and memos but also to reports, presentations, and employment messages.

To complement the text's focus on process, the authors have provided numerous sample documents throughout the book so that students can refer to a variety of effective messages—including letters, memos, e-mail messages, business reports, and even résumés.



Sample Documents and In-Depth Critiques

Students can examine numerous sample documents, many collected by the authors in their consulting work at well-known companies. "In-Depth Critiques" include marginal annotations to help students understand how to apply the principles being discussed. Many documents are also accompanied by a three-step-writing-process graphic that gives students important insights into the issues the writer considered when planning, writing, and completing the document. In addition, pairs of poor and improved drafts help students recognize the best writing techniques.

Documents to Analyze

This text-workbook provides a wide selection of documents that students can critique and revise.

Documents include letters, memos, e-mail messages, graphic aids, a letter of application, and a résumé. Hands-on experience in analyzing and improving sample documents will help students revise their own business messages.

"Document Critiques" are also part of the activities in the "Improve Your Grammar, Mechanics, and Usage" section, providing students with even more opportunities for analyzing and revising actual business messages.

Questions and Exercises

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

- Test Your Knowledge (10 review questions)
- Apply Your Knowledge (5 application questions)

These questions are designed to get students thinking about the concepts explained in the chapter and may prompt students to stretch their learning beyond the chapter content. Instructors can use these questions for class discussion, in-class assignments, student teamwork, homework, or extra-credit assignments.

Dozens of exercises give students practical assignments like those they will most often face at work. Each exercise is labeled by type, such as "Analyze This Document," "Team," "Ethical Choices," "Internet," and so on.

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2. Business Communication Foundations

in the industry. Harley made a U-turn and restructured the company's organizational structure. Harley's efforts have paid off.

53. Whether you're indulging in a doughnut in New York or California, Krispy Kreme wants you to enjoy the same delicious taste with every bite. The company maintains consistent product quality by carefully controlling every step of the production process. Krispy Kreme tests all raw ingredients against established quality standards. Every delivery of wheat flour is sampled and measured for its moisture content and protein levels. Krispy Kreme blends the ingredients. Krispy Kreme tests the doughnut mix for quality. Krispy Kreme delivers the mix to its stores. Krispy Kreme knows that it takes more than a quality mix to produce perfect doughnuts all the time. The company supplies its stores with everything they need to produce premium doughnuts—mix, rings, fillings, equipment—you name it.

Activities

For live links to all websites discussed in this chapter, visit this text's website at [http://www.pearsoned.com](#). Just log on and select Chapter 4, and click on "Student Resources." Locate the page or the URL related to the material in the text. For the "Best of the Web" exercises, you'll also find suggested directions. Click on the live link to the site.

1. **Analyze This Document** A writer is working on an insurance information brochure and is having trouble grouping the ideas logically into an outline. Prepare the outline, paying attention to appropriate subordination of ideas. If necessary, reverse phrases to give them a more consistent sound.

Accident Protection Insurance Plan

Coverage is only per person a day.

Benefit is \$100,000 for accidental death on common carrier.

Benefit is \$100 a day for hospitalization as result of motor vehicle or common carrier accident.

Benefit is \$50,000 for accidental death in motor vehicle accident.

Individual coverage is only \$17.85 per quarter; family coverage is just \$26.85 per quarter.

No physical exam or health questions.

Convenient payment—billed quarterly.

Guaranteed acceptance for all applicants.

No individual rate increases.

Free, no-obligation examination period.

Cash paid in addition to any other insurance carried.

Covers accidental death when riding as fare-paying passenger on public transportation, including buses, trains, jets, ships, trolleys, subways, or any other common carrier.

Covers accidental death in motor vehicle accidents occurring while driving or riding in or on automobile, truck, camper, motor home, or nonmotorized bicycle.

2. **Teamwork** Working with four other students, divide the following five topics and write one paragraph on your selected topic. Be sure one student writes a paragraph using the illustrations technique, one using the comparison-contrast technique, one using a cause-and-effect, one using the classification technique, and one using a discussion of problems and solutions. Then exchange paragraphs within the team and pick out the main idea and general purpose of the paragraph one of your teammates wrote. Was everyone able to correctly identify the main idea and purpose? If not, suggest how the paragraph might be rewritten for clarity.

Test Your Knowledge

1. How does good organization help you write more effective messages?
2. How does good organization help your audience?
3. What four actions help you organize messages more effectively?
4. What three elements do we consider when choosing between a direct and an indirect approach?
5. What should you avoid to achieve a conversational tone?
6. How does an abstract word differ from a concrete word?
7. In what three situations should you use passive voice?
8. How can you use sentence style to emphasize key thoughts?
9. What is the purpose of the topic sentence?
10. What functions do transitions serve?

Focus on Teams

Communicating effectively through teamwork is covered extensively in Chapter 2.

Also, teamwork activities are identified and labeled in the end-of-chapter “Practice Your Knowledge” section. Students can complete exercises, solve cases, and work on other assignments that help them prepare for the widespread use of teams in business today.

Video Cases

These entirely new, professionally produced videos on topics such as ethics, technology, and intercultural communication feature real-world examples and are designed to bring life and a deeper understanding to the concepts and issues covered in the text. The video cases are introduced with a list of learning objectives followed by a short paragraph of background information. Exercises ask students to react to the videos by responding to questions, making decisions, and taking the initiative to solve real business communication problems. Exercises conclude with a follow-up assignment and further exploration exercises on the web.

SCANS (Labor Secretary's Commission on Achieving Necessary Skills)

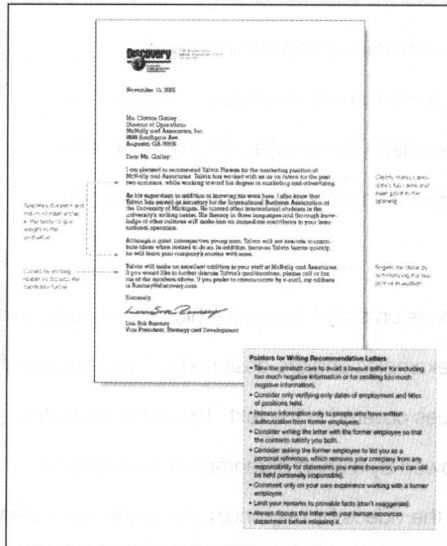
This text emphasizes the skills and competencies necessary for students to make the transition from academia to the workplace. As described in the SCANS report from the U.S. Department of Labor, it is essential that students meet national standards of academic and occupational skills. To help accomplish the SCANS goal, this text offers a wide variety of interactive pedagogy, much of which is grounded in real-world situations.

Employment Interviewing

This text has a chapter dedicated to interviewing for employment and following up. The text describes the types and stages of interviews and advises students on how to prepare for an interview, ways to bolster their confidence, and how to polish their interview style.

Model Employment-Related Documents

This text explains how to prepare electronic and HTML résumés as well as résumés in traditional formats, and how to write letters of application and other employment documents. The text helps students master the skills needed to conduct a successful job search, including exploring the new electronic sources for job openings.



Pointers

A boxed insert appears near many sample documents, giving students a concise list of writing pointers. Students will also find these pointers handy when they are on the job and need to refresh their memory about effective writing techniques.

Learning Objectives

Chapter-opening learning objectives are clearly stated to signal important concepts that students are expected to master.

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.

Get Excellent Results with These Business English Exercises

In each of this book's 14 chapters, students are taken step-by-step through the essential elements of English grammar, mechanics, and usage. Space is allocated for students to write their answers, and instructors can have students submit their answers if they choose. The "Improve Your Grammar, Mechanics, and Usage" section includes activities on three levels of difficulty: