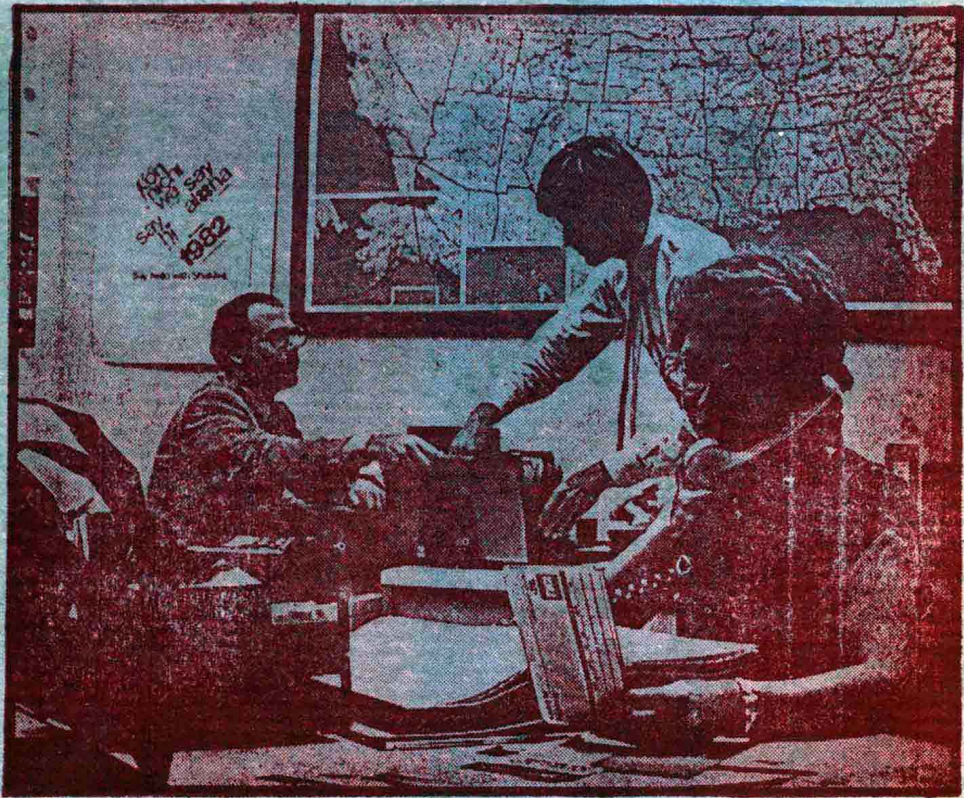


BUSINESS COMMUNICATION FUNDAMENTALS



BOBBYE D. SORRELS

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The University of Oregon

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PREFACE

Business Communication Fundamentals recognizes the need for competent communicators in the business world. Because people who work in business spend 90 percent of their time in some form of communication, business success depends on clear communication.

Because writing requires particular attention, over half of this book deals with developing and refining written messages. It first treats the general principles of writing and then applies the principles to neutral, good-news, bad-news, and persuasive messages as they appear in letters, memoranda, reports, forms, questionnaires, employment forms, policy statements, and other written messages. It describes the "just-write" technique of writing first and editing later, as well as other approaches to writing. An extensive appendix reviews grammar, spelling, word usage, and other mechanics important to the use of language.

Oral communication represents 75 percent of all business communication. Therefore, this book includes substantive coverage of task-centered conversations, dialogues, group discussion, role-playing, platform speaking, and listening. The chapters on listening and oral messages detail the processes, providing illustrations and practice.

Beyond written and oral communication, this book covers nonverbal communication, which carries 65 to 93 percent of the message in face-to-face exchanges. In business transactions students need to learn how to "read" underlying nonverbal messages. For example, if a supervisor expresses pleasure with a worker's job, but avoids eye contact, grimaces, and stamps out a cigarette, the worker might have cause for concern. Thus, salespeople, customer service representatives, and other workers and managers alike need to understand the importance of the nonverbal message. Such understanding will help them solve problems, overcome objections, sell a company's product, and accomplish the innumerable other objectives associated with business activity.

The organization of the book emphasizes the importance of the receiving acts—reading, listening, and observing nonverbal messages. By strengthening receiving skills, students will learn how to gain and retain more information and to understand how to send clear messages that receivers will understand correctly. /

The coverage of reading represents one unique feature of this book. Because information bombards decision makers faster than they can process it, improving speed and comprehension in reading can help business executives reach better decisions. The self-contained treatment of reading provided in the book frees instructors from the necessity to devote extensive blocks of class time to cover the material. Nineteen marked passages for timed reading and nineteen self-tests with solutions help students improve their own reading abilities without the extensive involvement of instructors.

The text highlights six basic guidelines for communication throughout. The guidelines focus on purposes, participants, channels, interference, sending and receiving messages, feedback, and evaluation of communication. The best communicators apply these guidelines to every transaction.

The final section of the book covers written, oral, and nonverbal communication in conjunction with gaining employment and developing a career. Topics include the résumé, the letter of application, follow-up messages, interviews, dress and appearance, career planning, and a review of the importance of communication to careers.

To assist students in developing better communication skills, the book provides numerous self-teaching elements in addition to the self-timing and self-testing of reading passages. Over 400 exercises and comprehensive illustrations appear throughout the book. Each chapter includes both oral and written exercises, a test over the chapter, and a vocabulary list.

By presenting business communication in all of its forms—sending and receiving written, verbal, and nonverbal messages—I write this book with the goal of developing proficient, all-around business communicators.

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A

UNDERSTANDING AND APPLYING THEORY AND GUIDELINES

