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管理学精选教材·英文影印版

卓越的商务沟通

EXCELLENCE IN BUSINESS COMMUNICATION 10E

第10版

北京大学出版社
PEKING UNIVERSITY PRESS

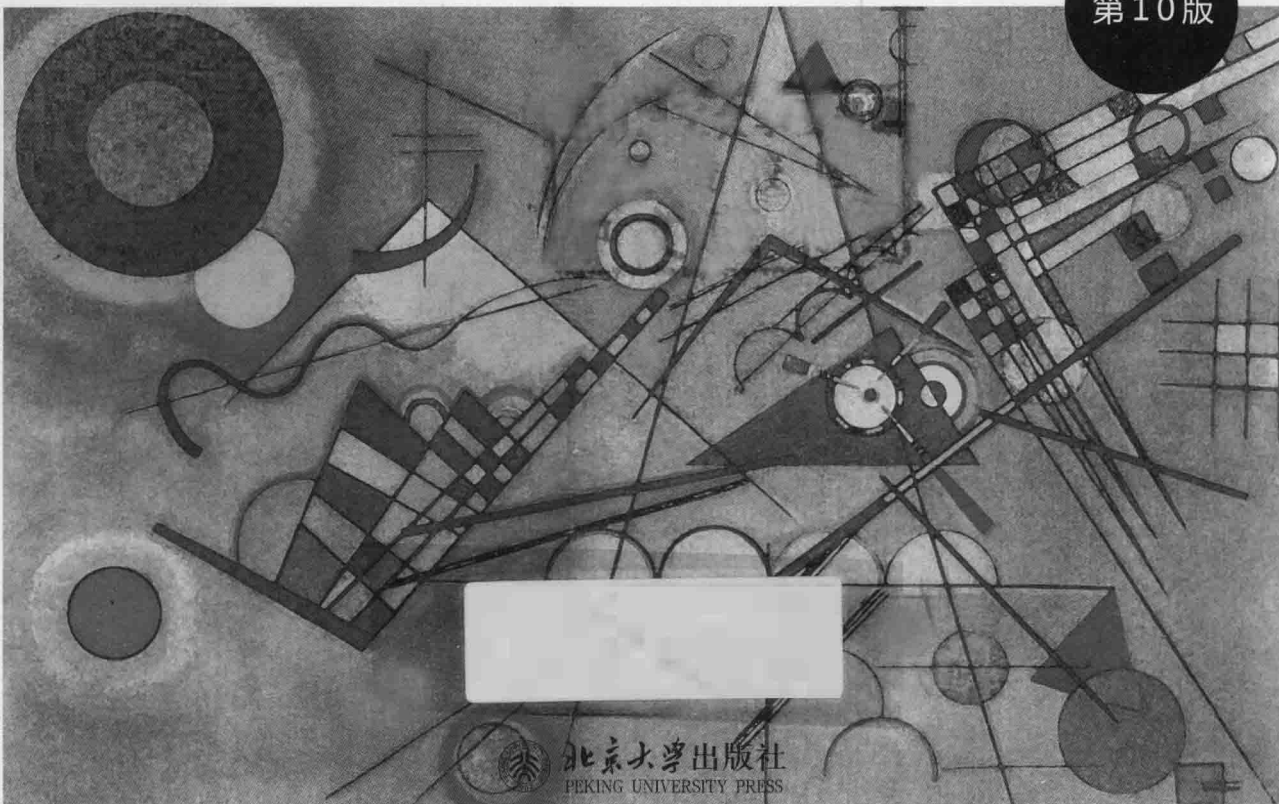


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出版者序

作为一家致力于出版和传承经典、与国际接轨的大学出版社,北京大学出版社历来重视国际经典教材,尤其是经管类经典教材的引进和出版。自2003年起,我们与圣智、培生、麦格劳-希尔、约翰-威利等国际著名教育出版机构合作,精选并引进了一大批经济管理类的国际优秀教材。其中,很多图书已经改版多次,得到了广大读者的认可和好评,成为国内市面上的经典。例如,我们引进的世界上最流行的经济学教科书——曼昆的《经济学原理》,已经成为国内最受欢迎、使用面最广的经济学经典教材。

呈现在您面前的这套“引进版精选教材”,是主要面向国内经济管理类各专业本科生、研究生的教材系列。经过多年的沉淀和累积、吐故和纳新,本丛书在各方面正逐步趋于完善:在学科范围上,扩展为“经济学精选教材”“金融学精选教材”“国际商务精选教材”“管理学精选教材”“会计学精选教材”“营销学精选教材”“人力资源管理精选教材”七个子系列;在课程类型上,基本涵盖了经管类各专业的主修课程,并延伸到不少国内缺乏教材的前沿和分支领域;即便针对同一门课程,也有多本教材入选,或难易程度不同,或理论和实践各有侧重,从而为师生提供了更多的选择。同时,我们在出版形式上也进行了一些探索和创新。例如,为了满足国内双语教学的需要,我们改变了影印版图书之前的单纯影印形式,而是在此基础上,由资深授课教师根据该课程的重点,添加重要术语和重要结论的中文注释,使之成为双语注释版。此次,我们更新了丛书的封面和开本,将其以全新的面貌呈现给广大读者。希望这些内容和形式上的改进,能够为教师授课和学生学习提供便利。

在本丛书的出版过程中,我们得到了国际教育出版机构同行们在版权方面的协助和教辅材料方面的支持。国内诸多著名高校的专家学者、一线教师,更是在繁重的教学和科研任务之余,为我们承担了图书的推荐和评审工作;正是每一位评审者的国

国际化视野、专业眼光和奉献精神,才使得本丛书聚木成林,积沙成滩,汇流成海。此外,来自广大读者的反馈既是对我们莫大的肯定和鼓舞,也总能让我们找到提升的空间。本丛书凝聚了上述各方的心血和智慧,在此,谨对他们的热忱帮助和卓越贡献深表谢意!

“千淘万漉虽辛苦,吹尽狂沙始到金。”在图书市场竞争日趋激烈的今天,北京大学出版社始终秉承“教材优先,学术为本”的宗旨,把精品教材的建设作为一项长期的事业。尽管其中会有探索,有坚持,有舍弃,但我们深信,经典必将长远传承,并历久弥新。我们的事业也需要您的热情参与!在此,诚邀各位专家学者和一线教师为我们推荐优秀的经济管理图书(em@pup.cn),并期待来自广大读者的批评和建议。您的需要始终是我们为之努力的目标方向,您的支持是激励我们不断前行的动力源泉!让我们共同引进经典,传播智慧,为提升中国经济管理教育的国际化水平作出贡献!

北京大学出版社
经济与管理图书事业部

关于本书

适用对象

本书适合作为商务与英语专业商务沟通和商务写作类课程的教材,也可用作经济管理类学生相关课程的教材。

内容简介

本书重点介绍了如何应用“计划、写作、完成”三步写作法撰写商务信函、备忘录、电子邮件和即时信息,准备报告、建议书和口头演讲,以及书写求职简历及职位申请信等。通过本书的学习,学生可以轻松掌握商务沟通的基本技能。

作者简介

约翰·V. 希尔(John V. Thill),美国著名沟通顾问。曾为位列《财富》500 强的跨国公司和新创企业工作。

考特兰·L. 博韦(Courtland L. Bovée),美国格罗斯蒙特学院(Grossmont College)商务沟通教授,已有 22 年的教学经验,多次荣获教学奖,被授予学院的“C. Allen Paul 杰出讲座教授”称号。

本书特色

提供最理想的模型文档,让学生通过实例进行学习!

- 三步写作法贯穿全书,指导学生如何将其应用于各种商务文档的写作。
- 模型文档中加入简明注释,有助于学生理解。
- 提供内容更新,让学生可以获取所学章节的相关多媒体资料。

本版更新

- 全面涵盖所有最新的重要主题。
- 全面更新学习目标、练习、活动和案例。
- 反映了以 Twitter、Facebook、LinkedIn 为代表的社交媒介的重大变革。
- 提供了丰富的实时更新的多媒体资源作为知识链接。

教辅材料说明

- 教师手册。
- 教学用 PPT。
- 试题库及答案。
- 试卷生成软件。

出版声明

本书是对国外原版教材的直接影印,由于各个国家政治、经济、文化背景的不同,对原作者所持的观点,还请广大读者在阅读过程中加以分析和鉴别。

Preface

Major Changes and Improvements in This Edition

Bovée and Thill texts have long set the benchmark in this field for rigorous, high-value revisions that make sure instructors and students have the most comprehensive, realistic, and contemporary materials available. The following table identifies the major changes and improvements in the tenth edition of *Excellence in Business Communication*.

Significant content additions and upgrades	In addition to numerous updates and streamlining rewrites throughout, the following sections are all new or substantially revised with new material:
	<ul style="list-style-type: none">• <i>Understanding Why Communication Matters</i> (in Chapter 1)• <i>The Social Communication Model</i> (in Chapter 1)• <i>Committing to Ethical and Legal Communication</i> (in Chapter 1; new coverage of transparency)• <i>Distinguishing Ethical Dilemmas from Ethical Lapses</i> (in Chapter 1; revised and streamlined)• <i>Business Communication 2.0: Who's Responsible Here?</i> (in Chapter 1)• <i>Communicating Effectively in Teams</i> (in Chapter 2; new coverage of collaboration)• <i>Communicating Across Cultures: Whose Skin Is This, Anyway?</i> (in Chapter 2)• <i>Social Networks and Virtual Communities</i> (in Chapter 2; updated)• <i>Business Etiquette Online</i> (in Chapter 2; updated)• <i>Developing Cultural Competency</i> (in Chapter 3)• <i>Communicating Across Cultures: Us Versus Them: Generational Conflict in the Workplace</i> (in Chapter 3)• <i>Speaking and Listening Carefully</i> (in Chapter 3; updated with accommodation strategies)• <i>Business Communication 2.0: The Web 2.0 Way to Learn a New Language</i> (in Chapter 3)• <i>Analyzing the Situation</i> (in Chapter 4; revised)• <i>Practicing Ethical Communication: How Much Information Is Enough?</i> (in Chapter 4)• <i>Building Reader Interest with Storytelling Techniques</i> (in Chapter 4)• <i>Emphasizing the Positive</i> (in Chapter 5; revised coverage of euphemisms)• <i>Communicating Across Cultures: Protecting Patients with Reader-Friendly Prescription Labels</i> (in Chapter 6)• <i>Business Communication 2.0: Walking Around with the Entire Internet in Your Hands</i> (in Chapter 7)• <i>Compositional Modes for Electronic Media</i> (in Chapter 7)• <i>Creating Content for Social Media</i> (in Chapter 7; updated)

- *Social Networking and Community Participation Websites* (in Chapter 7)

Social Networks

Business Communication Uses of Social Networks

Strategies for Business Communication on Social Networks

User-Generated Content Sites

Community Q&A Sites

Community Participation Websites

- *Microblogging* (in Chapter 7)
- New two-page highlight feature: *Business Communicators Innovating with Social Media* (in Chapter 7)
- *Continuing with a Clear Statement of the Bad News* (in Chapter 9; revised coverage of using conditionals)
- *Closing on a Respectful Note* (in Chapter 9)
- *Making Negative Announcements on Routine Business Matters* (in Chapter 9)
- *Rejecting Suggestions and Proposals* (in Chapter 9)
- *Refusing Social Networking Recommendation Requests* (in Chapter 9)
- *Rejecting Job Applications* (in Chapter 9)
- *Giving Negative Performance Reviews* (in Chapter 9; substantially revised)
- *Business Communication 2.0: We're Under Attack! Responding to Rumors and Criticism in a Social Media Environment* (in Chapter 9; substantially revised)
- *Writing Promotional Messages for Social Media* (in Chapter 10; revised)
- *Online Monitoring Tools* (in Chapter 11)
- *Sharpening Your Career Skills: Creating an Effective Business Plan* (in Chapter 11; revised)
- *Data Visualization* (in Chapter 12; updated)
- *Maps and Geographic Information Systems* (in Chapter 12; updated)
- *Drawings, Diagrams, Infographics, and Photographs* (in Chapter 12; added coverage of infographics)
- *Presentation Close* (in Chapter 14; revised)
- *Embracing the Backchannel* (in Chapter 14)
- *Choosing Structured or Free-Form Slides* (in Chapter 14; expanded discussion)
- *Designing Effective Slides* (in Chapter 14)
- *Designing Slides Around a Key Visual* (in Chapter 14)
- *Creating Charts and Tables for Slides* (in Chapter 14)
- *Business Communication 2.0: Presentations Get Social* (in Chapter 14)
- *Creating Effective Handouts* (in Chapter 14; updated)
- *Finding the Ideal Opportunity in Today's Job Market* (in Chapter 15)
 - *Writing the Story of You*
 - *Learning to Think Like an Employer*
 - *Translating Your General Potential into a Specific Solution for Each Employer*
 - *Taking the Initiative to Find Opportunities*
 - *Building Your Network*
 - *Avoiding Mistakes*

- *Composing Your Résumé* (in Chapter 15; revised with the latest advice on keywords)
- *Producing Your Résumé* (in Chapter 15; with new coverage and cautions about infographic résumés)
- *Printing a Scannable Résumé* (in Chapter 15; updated to reflect the decline of this format)
- *Creating an Online Résumé* (in Chapter 15)
- *Following Up After Submitting a Résumé* (in Chapter 16)
- *Learning About the Organization and Your Interviewers* (in Chapter 16)

The social media revolution	<p>This edition includes up-to-date coverage of the social communication model that is redefining business communication and reshaping the relationships between companies and their stakeholders. Social media concepts and techniques are integrated throughout the book, from career planning to presentations. Here are some examples:</p> <ul style="list-style-type: none"> • Social media questions, activities, and cases appear throughout the book, involving Twitter, Facebook, LinkedIn, and other media that have taken the business world by storm in the past couple of years. • Three dozen examples of business applications of social media demonstrate how a variety of companies use these tools. • The social communication model is now covered in Chapter 1. • A new two-page, magazine-style feature in Chapter 7 highlights the innovative uses of social media by a variety of companies. • Social networking sites are now covered as a brief-message medium in Chapter 7. • The Twitter-enabled <i>backchannel</i>, which is revolutionizing electronic presentations, is covered in Chapter 14. • Social media tools are covered extensively in the career-planning Prologue and the two employment communication chapters (15 and 16).
Compositional modes for electronic media	For all the benefits they offer, social media and other innovations place new demands on business communicators. This edition introduces you to nine important modes of writing for electronic media.
Personal branding	As the workforce continues to evolve and with the employment situation likely to remain unstable for some time to come, it is more vital than ever for you to take control of your career. An important first step is to clarify and communicate your <i>personal brand</i> , a topic that is now addressed in the Prologue and carried through to the employment-message chapters.
Storytelling techniques	Some of the most effective business messages, from advertising to proposals to personal branding, rely on storytelling techniques. This edition offers hands-on advice and multiple activities to help you develop “business-class” narrative techniques.
Full implementation of objective-driven learning	Every aspect of this new edition is organized by learning objectives, from the chapter content to the student activities in the textbook and online at www.mybcommmlab.com . This structure makes planning and course management easier for instructors and makes reading, studying, and practicing easier for students.
Deeper integration with MyBcommLab	This essential online resource now offers even more ways to test your understanding of the concepts presented in every chapter, practice vital skills, and create customized study plans.

Multimedia resources	Extend their learning experience with unique <i>Real-Time Updates</i> “Learn More” media elements that connect you with dozens of handpicked videos, podcasts, and other items that complement chapter content.
New On the Job communication vignettes and simulations	<p>Chapter 1: Toyota’s Auto-Biography user-generated content program</p> <p>Chapter 6: Noted web designer Jefferson Rabb’s user-focused design principles</p> <p>Chapter 9: Chargify’s communication errors regarding a price increase</p> <p>Chapter 11: MyCityWay’s winning business plan</p> <p>Chapter 13: Garage Technology Ventures’s advice for writing executive summaries</p> <p>Chapter 14: Comedy super-agent Peter Principato’s techniques for effective presentations</p> <p>Chapter 15: ATK’s cutting-edge workforce analytics</p> <p>Chapter 16: Zappos’s free-spirited approach to recruiting free-spirited employees</p>
New review and analysis questions and skills-development projects	Dozens of new questions and activities are offered in Learning Objectives Checkup, Apply Your Knowledge, and Practice Your Skills categories.
New communication cases	Communication cases give you the opportunity to solve real-world communication challenges using the media skills you’ll be expected to have in tomorrow’s workplace; 40 percent of the 125 cases are new in this edition.
New figures and more annotated model documents	<p>The tenth edition offers an unmatched portfolio of business communication exhibits. Here are the highlights:</p> <ul style="list-style-type: none"> • Nearly 70 new figures provide examples of the latest trends in business communication. • Nearly 80 annotated model documents, ranging from printed letters and reports to websites, blogs, and social networking sites, show you in detail how successful business messages work. • 70 exhibits feature communication examples from real companies, including Bigelow Tea, Burton Snowboards, Google, IBM, Microsoft Bing, Patagonia, Red Bull, Segway, Southwest Airlines, and Zappos. • More than 100 illustrated examples of communication technologies help students grasp the wide range of tools and media formats they will encounter on the job.
Critique the Professionals	This new activity invites you to analyze an example of professional communication using the principles learned in each chapter.
Quick Learning Guide	This convenient review tool at the end of every chapter lists the learning objectives with page references for review and defines essential terminology from the chapter.

Extend the Value of Your Textbook with Free Multimedia Content

Excellence in Business Communication's unique Real-Time Updates system automatically provides weekly content updates, including interactive games and tools, podcasts, PowerPoint presentations, online videos, PDF files, and articles. You can subscribe to updates chapter by chapter, so you get only the material that applies to the chapter you are studying. You can access Real-Time Updates through MyBcommLab or by visiting <http://real-timeupdates.com/ebc10>.

1 Read messages from the authors and access special assignment materials and "Learn More" media items.

2 Click on any chapter to see the updates and media items for that chapter.

3 Scan headlines and click on any item of interest to read the article or download the media item. Every item is personally selected by the authors to complement the text and support in-class activities.

4 Subscribe via RSS to individual chapters to get updates automatically for the chapter you're currently studying.

5 Media items are categorized by type so you can quickly find podcasts, videos, PowerPoints, and more.

What Is the Single Most Important Step You Can Take to Enhance Your Career Prospects?

No matter what profession you want to pursue, the ability to communicate will be an essential skill—and a skill that employers expect you to have when you enter the workforce. This course introduces you to the fundamental principles of business communication and gives you the opportunity to develop your communication skills. You'll discover how business communication differs from personal and social communication, and you'll see how today's companies are using blogs, social networks, podcasts, virtual worlds, wikis, and other technologies. You'll learn a simple three-step writing process that works for all types of writing and speaking projects, both in college and on the job. Along the way, you'll gain valuable insights into ethics, etiquette, listening, teamwork, and nonverbal communication. Plus, you'll learn effective strategies for the many types of communication challenges you'll face on the job, from routine messages about transactions to complex reports and websites.

Colleges and universities vary in the prerequisites established for the business communication course, but we advise taking at least one course in English composition before enrolling in this class. Some coursework in business studies will also give you a better perspective on communication challenges in the workplace. However, we have taken special care not to assume any in-depth business experience, so you can use *Excellence in Business Communication* successfully even if you have limited on-the-job experience or business coursework.

HOW THIS COURSE WILL HELP YOU

Few courses can offer the three-for-the-price-of-one value you get from a business communication class. Check out these benefits:

- **In your other classes.** The communication skills you learn in this class can help you in every other course you take in college. From simple homework assignments to complicated team projects to class presentations, you'll be able to communicate more effectively with less time and effort.
- **During your job search.** You can reduce the stress of searching for a job and stand out from the competition. As you'll see in Chapters 15 and 16, every activity in the job search process relies on communication. The better you can communicate, the more successful you'll be at landing interesting and rewarding work.
- **On the job.** After you get that great job, the time and energy you have invested in this course will continue to yield benefits year after year. As you tackle each project and every new challenge, influential company leaders—the people who decide how quickly you'll get promoted and how much you'll earn—will be paying close attention to how well you communicate. They will observe your interactions with colleagues, customers, and business partners. They'll take note of how well you can collect data, find the essential ideas buried under mountains of information, and convey those points to other people. They'll observe your ability to adapt to different audiences and circumstances. They'll be watching when you encounter tough situations that require careful attention to ethics and etiquette. The good news: Every insight you gain and every skill you develop in this course will help you shine in your career.

HOW TO SUCCEED IN THIS COURSE

Although this course explores a wide range of message types and appears to cover quite a lot of territory, the underlying structure of the course is actually rather simple. You'll learn a few basic concepts, identify some key skills to use and procedures to follow—and then practice, practice, practice. Whether you're writing a blog posting in response to one of the real-company cases or drafting your own résumé, you'll be practicing the same skills again and again. With feedback and reinforcement from your instructor and your classmates, your confidence will grow and the work will become easier and more enjoyable.

The following sections offer advice on approaching each assignment, using your textbook, and taking advantage of some other helpful resources.

facebook Search

Update on the B-READY FREE RIDE EVENT [+ Write a note](#)
by Britax on Wednesday, 30 March 2011 at 06:52



FREE RIDE EVENT
Purchase a B-READY Stroller and get your choice of a FREE



CHAPERONE Infant Car Seat Second Seat Bassinet
Ends April 30, 2011 [Shop Now](#)

Originally the B-READY FREE RIDE EVENT was scheduled to run from March 1, 2011 through June 30, 2011, while supplies last; **due to its overwhelming success, we will be changing the end date to April 30, 2011.** However, we will be offering the FREE RIDE EVENT again in September 2011. We thank you for your enthusiastic support of this promotion!

For more information about the FREE RIDE EVENT, please visit our website.

For more information about the B-READY STROLL YOUR WAY EVENT in Canada, please visit our Canadian website.

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The note has a clear and concise title that avoids puns and word play.

Facebook Notes lets writers include photos and other images in their notes.

The note is succinct while emphasizing the most vital point (that a previously announced purchase promotion was ending early).

The note directs U.S. and Canadian customers to separate websites, thereby providing each audience with the specific information it needs.

Excellence in Business Communication uses contemporary examples of business communication while emphasizing the fundamentals of audience-focused writing.

Approaching Each Assignment

In the spirit of practice and improvement, you will have a number of writing (and possibly speaking) assignments throughout this course. These suggestions will help you produce better results with less effort:

- **First, don't panic!** If the thought of writing a report or giving a speech sends a chill up your spine, you're not alone. Everybody feels that way when first learning business communication skills, and even experienced professionals can feel nervous about major projects. Keeping three points in mind will help. First, every project can be broken down into a series of small, manageable tasks. Don't let a big project overwhelm you; it's nothing more than a bunch of smaller tasks. Second, remind yourself that you have the skills you need to accomplish each task. As you move through the course, the assignments are carefully designed to match the skills you've developed up to that point. Third, if you feel panic creeping up on you, take a break and regain your perspective.
- **Focus on one task at a time.** A common mistake writers make is trying to organize and express their ideas while simultaneously worrying about audience reactions, grammar, spelling, formatting, page design, and a dozen other factors. Fight the temptation to do everything at once; otherwise, your frustration will soar and your productivity will plummet. In particular, don't worry about grammar, spelling, and word choices during your first draft. Concentrate on the organization of your ideas first, then the way you express those ideas, and then the presentation and production of your messages. Following the three-step writing process is an ideal way to focus on one task at a time in a logical sequence.
- **Give yourself plenty of time.** As with every other school project, putting things off to the last minute creates unnecessary stress. Writing and speaking projects in particular are much easier if you tackle them in small stages with breaks in between, rather than trying to get everything done in one frantic blast. Moreover, there will be instances when you simply get stuck on a project, and the best thing to do is walk away and give your mind a break. If you allow room for breaks in your schedule, you'll minimize the frustration and spend less time overall on your homework, too.
- **Step back and assess each project before you start.** The writing and speaking projects you'll have in this course cover a wide range of communication scenarios, and it's

essential that you adapt your approach to each new challenge. Resist the urge to dive in and start writing without a plan. Ponder the assignment for a while, consider the various approaches you might take, and think carefully about your objectives before you start writing. Nothing is more frustrating than getting stuck halfway through because you're not sure what you're trying to say or you've wandered off track. Spend a little time planning, and you'll spend a lot less time writing.

- **Use the three-step writing process.** Those essential planning tasks are the first step in the three-step writing process, which you'll learn about in Chapter 4 and use throughout the course. This process has been developed and refined by professional writers with decades of experience and thousands of projects ranging from short blog posts to 500-page textbooks. It works, so take advantage of it.
- **Learn from the examples and model documents.** This textbook offers dozens of realistic examples of business messages, many with notes along the sides that explain strong and weak points (see the example on this page). Study these and any other examples that your instructor provides. Learn what works and what doesn't, then apply these lessons to your own writing.

The headline doesn't try to be clever or cute; instead, it instantly conveys important information to readers.

The graph shows which terms generated the fastest payments (shortest bars) and highest percentage paid (dots).

This bold header quickly summarizes the nature of the analysis.

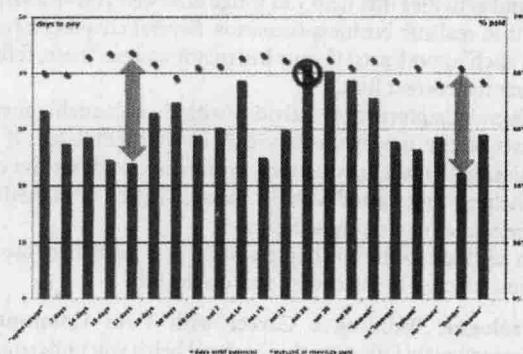
These clearly written paragraphs explain the two aspects of the analysis, and they speak the same language as business accounting professionals.

The article continues beyond here, but notice again the concise, straightforward wording of this subheading (the section explains that polite wording on invoices improves customer responsiveness).

The best invoice terms to get you paid faster

by Zach · March 2/2010

9 comments Retweet



We compared different invoice terms to see what impact they had on likelihood and time to get paid.

Recently, we looked at our data to see if we could extract some insights that might really help FreshBooks customers get paid faster. Our question: how does the wording of the "terms" section of an invoice impact the number of days it takes you to get paid and the percent of invoices you actually collect on.

In the graph above we've mapped two key things gleaned from the data of our paying FreshBooks users. In the bar graph, we've looked at how long it takes to get paid based on various wordings used in the Terms field on an invoice (e.g. "Please pay within 21 days" or "Payment terms: net 30. Interest accrued at 1.5% per month thereafter"). On this chart of **days to pay** vs. **terms used**, the shorter the bar, the better.

The second thing we've charted is the **percentage of invoices actually paid** vs. **terms used** (the data points in the top section of the graph). On this scale, higher is better. Another way of thinking about this is: the wider the gap between the bar and the data point above it, the better the wording (in general, although there are a handful of exceptions).

Be Polite

The first thing we noticed in the data is that being polite really matters! A simple

Fast access to reader comments and a retweet button that makes it easy for readers to share this post via Twitter help FreshBooks build a sense of community.

One minor improvement would be to label (with words placed directly on the graph) the two best combinations, indicated with the arrows, and the worst combination, indicated with the red circle, to save readers the time required to interpret the meaning of the colors and shapes.

The opening paragraph explains the analysis was undertaken in order to help customers make more money in less time—a vital concern for every business.

Bold terms in the paragraph correspond to the variables in the graph above.

Notice that even though the writer uses the word "we" (the company) in several places, this message is fundamentally about "you" (the customer).

Here is one of nearly 90 annotated model documents that point out what works (and sometimes, what doesn't work) in a variety of professional messages and documents.

Source: Used with permission of FreshBooks.

- **Learn from experience.** Finally, learn from the feedback you get from your instructor and from other students. Don't take the criticism personally; your instructor and your classmates are commenting about the work, not about you. View every bit of feedback as an opportunity to improve.

Using This Textbook Package

This book and its accompanying online resources introduce you to the key concepts in business communication while helping you develop essential skills. As you read each chapter, start by studying the learning objectives. They will help you identify the most important concepts in the chapter and give you a feel for what you'll be learning. Following the learning objectives, the "On the Job" communication vignette features a successful professional role model who uses the same skills you will be learning in the chapter.

As you work your way through the chapter, compare the advice with the various examples, both the brief in-text examples and the standalone model documents. Also, keep an eye out for the Real-Time Updates elements in each chapter. We have selected these videos, podcasts, presentations, and other online media to provide informative and entertaining enhancements to the text material.

At the end of each chapter, you'll revisit the "On the Job" story from the beginning of the chapter and imagine yourself in the role of a business professional solving four realistic communication dilemmas. Next, the "Learning Objectives Checkup" gives you the chance to quickly verify your grasp of important concepts. Each chapter includes a variety of questions and activities that help you gauge how well you've learned the material and are able to apply it to realistic business scenarios. Several chapters have activities with downloadable media such as podcasts; if your instructor assigns these, follow the instructions in the text to locate the correct files.

Several chapters have activities with downloadable media such as presentations and podcasts or the use of the Bovée-Thill wiki simulator. If your instructor assigns these activities, follow the instructions in the text to locate the correct files. And if you'd like some help getting started with Facebook, Twitter, or LinkedIn, we have created screencasts with helpful advice on these topics.

In addition to the 16 chapters of the text itself, here are some special features that will help you succeed in the course and on the job:

- **Prologue: Building a Career with Your Communication Skills.** This section (immediately following this Preface) helps you understand today's dynamic workplace, the steps you can take to adapt to the job market, and the importance of creating an employment portfolio and building your personal brand.
- **Handbook.** The Handbook of Grammar, Mechanics, and Usage (see page H-1) serves as a convenient reference of essential business English.
- **MyBcommLab.** If your course includes MyBcommLab, you can take advantage of this unique resource to test your understanding of the concepts presented in every chapter.
- **Real-Time Updates.** You can use this unique newsfeed service to make sure you're always kept up to date on important topics. Plus, at strategic points in every chapter, you will be directed to the Real-Time Updates website to get the latest information about specific subjects. To sign up, visit <http://real-timeupdates.com/ebc10>. You can also access Real-Time Updates through MyBcommLab.
- **Business Communication Web Search.** With our unique web search approach, you can quickly access more than 325 search engines. The tool uses a simple and intuitive interface engineered to help you find precisely what you want, whether it's PowerPoint files, Adobe Acrobat PDF files, Microsoft Word documents, Excel files, videos, or podcasts. Check it out at <http://businesscommunicationblog.com/websearch>.
- **CourseSmart eTextbooks Online.** CourseSmart is an exciting new choice for students looking to save money. As an alternative to purchasing the print textbook, you can purchase an electronic version of the same content and receive a significant discount off the suggested list price of the print text. With a CourseSmart eTextbook, you can search the text, make notes online, print out reading