

BUSINESS COMMUNICATION TODAY

Second Edition



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NOTE TO STUDENTS

A study guide for this textbook can be obtained from college bookstores under the title *Study Guide, Business Communication Today*, Second Edition, by Courtland L. Bovée and John V. Thill.

You can use the *Study Guide* throughout the course for reviewing the content of this textbook, for developing communication skills, and for increasing your knowledge of business communication. It is also an ideal aid when preparing for tests.

If the *Study Guide* is not in stock, ask the bookstore manager to order a copy from the publisher.

Second Edition

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BUSINESS COMMUNICATION TODAY

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PREFACE

Teaching people the concepts and skills they need to communicate effectively in business is not easy. Business communication requires judgment and flexibility; because of the human element, it is more an art than a science. Yet most textbooks have taken a dry, academic approach to the subject.

Three years ago, when the first edition of *Business Communication Today* was published, we hoped to avoid that mistake by emphasizing real-life business situations and employing a lively, conversational writing style. Apparently we had the right idea: *Business Communication Today* is the most successful business communication textbook published in the past 35 years.

Business Communication Today, Second Edition, is another step forward in the evolution of business communication textbooks. Of course, this new edition covers all the basic principles and presents them in a traditional sequence. But it also provides expanded coverage of important issues and up-to-date discussions of the latest developments. Even more than before, an involving writing style and eye-opening graphics bring the subject to life. And this second edition contains an increased number of examples and applications revolving around actual companies. All told, we believe *Business Communication Today*, Second Edition, captures the dynamics of business communication like no other textbook.

The textbook itself is the centerpiece of a comprehensive teaching and learning package that targets a single goal: to successfully demonstrate how business communication works in the real world, thus helping students to understand the concepts behind effective communication and to develop and refine their own skills.

Features that link concepts to the real world

Business Communication Today, Second Edition, paints a vivid picture of the world of business communication. It offers an overview of the wide range of communication skills used by businesspeople to present ideas clearly and persuasively. It gives a close-up look at communication techniques that have led to sound decision making and effective teamwork. Its insights into the way organizations operate help clarify students' career interests and

identify the skills they need for a lifetime of career success.

Because it encourages students to view themselves as part of an actual organization when completing assignments, *Business Communication Today* is the next best thing to on-the-job training. It shows how standard approaches to routine assignments can help them complete work quickly and efficiently. But it also stresses that every situation is different and advises students to think for themselves.

Examples from Actual Companies The opportunity to learn from other people's successes and failures is what sets this textbook apart from others. To understand our commitment to that concept, glance at the table of contents. You'll see that this textbook was written with the cooperation of many small and large businesses, among them such well-respected giants as Xerox, General Mills, Apple Computer, and AT&T.

Each chapter begins with an instructive Communication Close-Up featuring a communication expert who, in his or her own words, applies the chapter's concepts to common business situations. That expert reappears from time to time throughout the chapter to dramatize the connection between the chapter's contents and life on the job. This on-the-scene, internal company information was gathered through personal interviews with our business associates, friends, and contacts and is exclusive to *Business Communication Today*.

A significant new feature in this edition is chapter-ending projects called Communication Challenges, which are related to the situations described in the Communication Close-Ups. Each chapter has one *individual challenge* (to give students "on-the-job" practice in applying principles they've just learned) and one *team challenge* (to give students an opportunity to experience collaborative writing, the team approach prevalent in business). This feature provides a dimension of reality unmatched by any other textbook in the field.

37 Special Features Boxed and strategically placed within each chapter, Special Features are extensions of the chapter material. Ever since the first edition

of *Business Communication Today* was published, we have been searching business publications and interviewing respected authorities to provide you with insights into the business world that are not found in other textbooks.

The Special Features center on five well-integrated themes:

- **SHARPEN YOUR SKILLS.** Practical pointers and confidence-building guidelines for improving writing and speaking skills.
- **BUSINESS COMMUNICATION TODAY.** Contemporary issues of vital importance and practical solutions to common communication problems.
- **LEGAL ALERT.** Instructions on how to identify areas of legal vulnerability, how to steer clear of legal perils, and when to seek legal advice.
- **INTERNATIONAL OUTLOOK.** Tested techniques for communicating successfully in the critical global arena.
- **TEST YOURSELF.** Self-scoring tests to help students identify their strengths and weaknesses in skills integral to successful communication in business.

The Special Features in the first four categories each include a discussion question and an application exercise—all new in this edition.

Example After Example of Letters, Memos, and Reports Throughout *Business Communication Today*, Second Edition, you'll find numerous up-to-date sample documents, many collected in our consulting work. These superb business examples provide students with benchmarks for achievement.

The chapters on letters and memos contain outstanding examples from many different types of organizations and from people working in a variety of functional areas. Many of these documents are fully formatted, and some are presented on the letterhead of such well-known companies as TWA, JC Penney, Kentucky Fried Chicken, and Mattel Toys. Accompanying sentence-by-sentence analyses help students see precisely how to apply the principles discussed in the text. Poor and improved examples illustrate common errors and effective techniques for correcting them.

The report-writing chapters give examples too. For instance, one chapter presents six case histories of reports (one a proposal), from inception through completion. And the last chapter of the unit illus-

trates the step-by-step development of a long report, which appears in its entirety to show how all the parts fit together.

Excellent Coverage of Today's Most Important Topics According to several surveys, recent graduates are not prepared to handle the full range of communication assignments that come across their desks. *Business Communication Today*, Second Edition, addresses that problem in two ways: (1) by emphasizing basic principles that can be applied to many different situations and (2) by including coverage of such important topics as organizational communication, the writing process, ethics, listening, nonverbal communication, and intercultural business communication.

The boundaries of business communication are always expanding. So in addition to covering all the traditional subjects, *Business Communication Today*, Second Edition, examines many new topics. For example, because technology is so advanced and so important in today's business world, we have carefully updated the chapter on office technology. The book also contains an unparalleled discussion of employment-related topics, including indispensable techniques for getting a job in our service-oriented economy.

Tools that help develop skills and enhance comprehension

Having an accurate picture of how businesspeople communicate is important, but students need more if they are to develop usable skills. That's why, in *Business Communication Today*, Second Edition, we've included a number of helpful learning tools.

Checklists To help students organize their thinking when they begin a communication project, make decisions as they write, and check their own work, we've included numerous checklists throughout the book. The checklists appear as close as possible to the related discussions. The checklists are reminders, however—not "recipes." They provide useful guidelines for writing, without limiting creativity. Students will find them handy when they're on the job and need to refresh their memory about effective communication techniques.

Documents for Analysis In this edition we have expanded the selection of documents that students can critique and revise to 30 documents in 11

different chapters. Documents include letters and memos, a letter of application and a resume, and visual aids. This hands-on experience in analyzing and improving documents will help students revise their own.

Exercises and Cases A wealth of new exercises and cases, many of them memo-writing tasks, provide assignments like those that students will most often face at work. The exercises and cases deal with all types and sizes of organizations, domestic and international. And we have written them for a variety of majors: management, marketing, accounting, finance, information systems, office administration, and many others. With such variety to choose from, students will have ample opportunities to test their problem-solving skills.

Business Communication Today, Second Edition, is the first business communication textbook to include numerous cases featuring real companies: Kodak, Nike, Merrill Lynch, Ford Motor Company, United Airlines, and dozens of others. These cases are yet another tool for demonstrating the role of communication in the real business world.

Component Chapters For maximum flexibility in designing a course tailored to students' needs, this textbook contains five Component Chapters. Placed near the end of the book, they are (A) Intercultural Business Communication, (B) Business Communication Technology, (C) Fundamentals of Grammar and Usage, (D) Format and Layout of Business Documents, and (E) Documentation of Report Sources. Students will find them informative and useful, even those not assigned.

Lively, Conversational Writing Style Read a few pages of this textbook, then read a few pages of another textbook. We think you'll immediately notice the difference.

The lucid writing style in *Business Communication Today*, Second Edition, makes the material pleasing to read and easy to comprehend. It stimulates interest and promotes learning. The writing style also exemplifies the principles presented in this book.

We have also carefully monitored the reading level of *Business Communication Today* to make sure it's neither too simple nor too difficult.

Learning Objectives Each chapter begins with a concise list of goals that students are expected to

achieve by reading the chapter and completing the exercises and cases. These objectives are meant to guide the learning process, motivate students to master the material, and aid them in measuring their success.

Margin Notes Short summary statements that highlight key points and reinforce learning appear in the margins of *Business Communication Today*, Second Edition. They are no substitute for reading the chapters but are useful for quickly getting the gist of a section, rapidly reviewing a chapter, and locating areas of greatest concern.

Chapter Summaries Each chapter ends with a concise overview. We have included the summaries to help students understand and remember the relationships among key concepts.

End-of-Chapter Discussion Questions The Questions for Discussion are designed to get students thinking about the concepts introduced in each chapter. They may also prompt students to stretch their learning beyond the chapter content. Not only will students find them useful in studying for examinations, but the instructor may also draw on them to promote classroom discussion of issues that have no easy answers.

Appendixes *Business Communication Today*, Second Edition, contains two appendixes:

- **BUSINESS COMMUNICATOR'S RESOURCE DIRECTORY.** New in this edition, this appendix provides a quick reference guide to the best books on language and writing, the most frequently used handbooks and manuals, key periodicals and newsletters, the professional associations most important to business communicators, and useful computer data bases and software. It also lists the current five best-selling books on the subject of careers and job-hunting, the five best-selling word-processing programs, and the most frequently used software for feedback on spelling, grammar, and punctuation. Students will find themselves referring to this appendix again and again as they begin their careers.

- **CORRECTION SYMBOLS.** This appendix shows some common codes to use in proofreading and revising. The instructor can use them to grade assignments, and students can use the appendix to interpret the instructor's corrections.

Color Art and Strong Visual Program Full-color illustrations enliven the beginning of the book and the first-of-its-kind insert in Chapter 14, Report Writer's Portfolio: Creating Colorful Visual Aids with Computers. We hope you'll agree that the book has been attractively printed and that the dramatic use of a second color throughout gives it exceptional visual appeal. In addition, students will learn from carefully crafted illustrations of important concepts in each chapter: graphs, charts, tables, and photographs.

Book Design The state-of-the-art design, based on extensive research, invites students to delve into the content. It also makes reading easier, reinforces learning, and increases comprehension. The Special Features do not interfere with the flow of text material, a vital factor in maintaining attention and concentration. The design of this book, like much communication, has the simple objective of gaining interest and making a point.

Revision with a purpose

In preparing the second edition of *Business Communication Today*, we dedicated ourselves to a thorough revision. Virtually every sentence has been critically evaluated. We have made literally hundreds of refinements. Members of the academic and business communities have carefully reviewed it, and we have tested it in the classroom. Instructors, businesspeople, and students have all praised its competent coverage of subject matter, its up-to-date examples, its flexible organization, and its authentic portrayal of business.

Here is an overview of the major content changes in the second edition:

■ **CHAPTER 1: COMMUNICATING SUCCESSFULLY IN AN ORGANIZATION.** Now covers communication climate, communication management, and ethics, in addition to organizational communication.

■ **CHAPTER 2: UNDERSTANDING BUSINESS COMMUNICATION.** Integrates a more detailed and academic discussion of nonverbal communication into the original discussion of communication theory.

■ **CHAPTER 3: PLANNING BUSINESS MESSAGES.** Introduces the writing process by showing how to analyze a message's purpose and audience and how to decide on a main idea.

■ **CHAPTER 4: ORGANIZING AND COMPOSING BUSINESS MESSAGES.** Shows more clearly than before

how choosing an organizational plan and a writing style fits into the writing process.

■ **CHAPTER 5: REVISING BUSINESS MESSAGES.** By discussing revision and word skills at the end of the unit instead of the beginning, reinforces the book's new emphasis on the writing process.

■ **CHAPTER 6: WRITING DIRECT REQUESTS.** Now presents the different types of direct requests in a more logical order and puts more emphasis on memos.

■ **CHAPTER 7: WRITING ROUTINE, GOOD-NEWS, AND GOODWILL MESSAGES.** Condenses material that was covered in two chapters in the first edition, with a greater emphasis on internal communication, and adds material on writing directives, instructions, and press releases.

■ **CHAPTER 8: WRITING BAD-NEWS MESSAGES.** Discusses more thoroughly how to decide between the direct plan and the indirect plan, and provides more examples of buffers.

■ **CHAPTER 9: WRITING PERSUASIVE MESSAGES.** Reduces the first edition's emphasis on sales letters and collection letters by first discussing the uses of persuasion in messages to both co-workers and outsiders.

■ **CHAPTER 10: WRITING RESUMES AND APPLICATION LETTERS.** Introduces three distinct varieties of resume, acknowledging the diverse job histories and goals of today's students.

■ **CHAPTER 11: INTERVIEWING FOR EMPLOYMENT AND FOLLOWING UP.** Adds a discussion about the stages of an interview, and provides pointers on negotiation during the interview process.

■ **CHAPTER 12: USING REPORTS AND PROPOSALS AS BUSINESS TOOLS.** More clearly defines what reports and proposals are and how they may be classified.

■ **CHAPTER 13: GATHERING AND INTERPRETING INFORMATION.** Takes more of a process approach by focusing on the planning and research phase, and provides a clearer, more detailed discussion of data analysis.

■ **CHAPTER 14: DEVELOPING VISUAL AIDS.** Strengthens the original chapter's "how-to" emphasis, and provides more examples of well-designed visual aids.

■ **CHAPTER 15: WRITING REPORTS AND PROPOSALS.** Explains more carefully the complex or-

ganization of long messages and the factors that affect the choice of organizational plan.

■ **CHAPTER 16: COMPLETING FORMAL REPORTS AND PROPOSALS.** Elaborates on the teamwork necessary to produce a formal report, and incorporates a new section describing the elements of a formal proposal.

■ **CHAPTER 17: LISTENING, INTERVIEWING, AND CONDUCTING MEETINGS.** Amplifies the discussion of oral communication (both speaking and listening), adds information on negotiating, and provides a better overview of group dynamics.

■ **CHAPTER 18: GIVING SPEECHES AND ORAL PRESENTATIONS.** Now shows how analysis of purpose and audience, development of a main idea, and development of an outline apply to speech making as well as writing, and provides more practical information on designing and presenting visual aids.

■ **COMPONENT CHAPTER A: INTERCULTURAL BUSINESS COMMUNICATION.** Discusses subcultures as well as foreign cultures, and provides more practical tips.

■ **COMPONENT CHAPTER B: BUSINESS COMMUNICATION TECHNOLOGY.** Now appears as a component chapter instead of a regular chapter, with updates reflecting current developments.

■ **COMPONENT CHAPTER C: FUNDAMENTALS OF GRAMMAR AND USAGE.** Refines the discussion from the first edition, on the basis of feedback from instructors, and adds some exercises.

■ **COMPONENT CHAPTER D: FORMAT AND LAYOUT OF BUSINESS DOCUMENTS.** Combines information about report formatting (which was previously in the report unit) with information about formatting other types of documents.

■ **COMPONENT CHAPTER E: DOCUMENTATION OF REPORT SOURCES.** Adds information about doing secondary research (taken from the report unit), and expands discussion of reference citations.

■ **APPENDIX I: BUSINESS COMMUNICATOR'S RESOURCE DIRECTORY.** Provides a new classified listing of print materials, computer resources, and organizations useful to business communicators.

■ **APPENDIX II: CORRECTION SYMBOLS.** Divides the first edition's list into two parts (content and style; grammar, usage, and mechanics), and adds examples of how proofreading marks are applied.

A teaching/learning package that meets real needs

The instructional package for this textbook is specially designed to simplify the task of teaching and learning. The instructor may choose to use the following supplements.

Study Guide This paperback book contains a wealth of material reinforcing the information presented in the textbook. Students who are interested in maximizing their learning will appreciate its fill-in-the-blank chapter outlines, self-scoring quizzes on chapter contents, skill-building exercises, supplementary readings, and vocabulary and spelling exercises. In addition, to help students brush up on their English skills, the study guide includes an extensive review of grammar, punctuation, and mechanics interspersed with reinforcement exercises.

Computer Software for Students The instructor may also choose to use our interactive software, *Activities in Business Communication*, which has been revised for this edition. Three modules—dealing with job-search strategies, vocabulary development, and writing style—contain innovative learning activities specifically designed to accompany the textbook. All the modules are interactive learning tools, so students are continually reinforced by word and sound.

Instructor's Resource Manual This comprehensive paperback book is an instructor's toolkit. Among the many things it provides are a wealth of supplementary tidbits of information for enriching lectures (new to this edition), a section about collaborative writing (also new), suggested solutions to exercises, suggested solutions and fully formatted letters for *every* case in the letter-writing chapters, and a grammar pretest and posttest.

An audiovisual guide is also included in the manual. It lists over 200 videotapes, films, and audio cassettes that can be used to supplement the course. Each entry is fully described and keyed to the textbook.

The *Instructor's Resource Manual* includes an extensive bank of test questions for each chapter (ready for duplication), carefully written to provide a fair, structured program of evaluation.

An answer key to selected exercises in the *Study Guide* is also in the *Instructor's Resource Manual*.

Acetate Transparency Program A set of 100 large-type transparency acetates, available to instructors on request, helps bring concepts alive in the classroom and provides a starting point for discussion of communication techniques. All are keyed to the *Instructor's Resource Manual*. Many contrast poor and improved solutions to featured cases from the textbook.

Testing Services Two major programs are available:

■ **COMPUTERIZED TEST BANK FOR BUSINESS COMMUNICATION TODAY.** *RHTest* is a powerful microcomputer program that allows the instructor to create customized tests using the questions from the test bank in the *Instructor's Resource Manual*, self-prepared items, or a combination. This versatile program incorporates a broad range of test-making capabilities, including editing and scrambling of questions to create different versions of a test. This program is available for both Apple and IBM computers.

■ **CUSTOMIZED TEST SERVICE.** The Customized Test Service will supply adopters of *Business Communication Today* with custom-made tests consisting of items selected from the test bank in the *Instructor's Resource Manual*. The test questions can be renumbered in any order. Instructors will receive an original test, ready for reproduction, and a separate answer key. Tests can be ordered by mail or by phone, using a toll-free number.

Additional Ancillary Items For information concerning free videos, the Random House/Penn State University Media Resource Library, the Random House Business Library, the Random House Audio Library, and Report Card (classroom management program), please contact your local McGraw-Hill sales representative.

Personal acknowledgments

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*To my parents,
Courtney and Shirlee Bovée
Courtland L. Bovée*

*To D. John Thill and Regina Werner
John V. Thill*

CONTENTS

PART ONE

FOUNDATIONS OF BUSINESS COMMUNICATION

1

Chapter 1



SPECIAL FEATURES

- Eight Ways Communication Skills Can Help Advance Your Career 6
- Check Your Communication Skills 24

Communicating Successfully in an Organization

3

COMMUNICATION CLOSE-UP AT XEROX 3

The Communication Connection 5

The Uses of Organizational Communication 5

Patterns of Communication in Organizations 8

Formal Communication Channels 9

Informal Communication Channels 12

Alternative Communication Networks 14

The Influence of Communication Climate 15

Management Style 16

Communication Ethics 17

How Companies Manage Communication 20

Handling Routine Messages 20

Handling Crisis Communication 22

How You Can Improve Your Communication Skills 23

Summary 26

COMMUNICATION CHALLENGES AT XEROX 26

QUESTIONS FOR DISCUSSION 27 EXERCISES 27

Chapter 2



SPECIAL FEATURES

- How Does Your Nonverbal Credibility Measure Up? 33
- Communication Barriers to Watch For and Avoid 44

Understanding Business Communication

30

COMMUNICATION CLOSE-UP AT MCDONALD'S 30

The Basic Forms of Communication 31

Nonverbal Communication 32

Verbal Communication 36

The Process of Communication 38

The Sender Has an Idea 38

The Idea Becomes a Message 39

The Message Is Transmitted 39

The Receiver Gets the Message 40

The Receiver Gives Feedback to the Sender 40

How Misunderstandings Arise 41

Problems in Developing the Message 41

Problems in Transmitting the Message 42

Problems in Receiving the Message 43

Problems in Understanding the Message 43

Special Problems of Business Communication 47

How to Improve Communication 49

Create the Message Carefully 50

Minimize Noise 52

Provide for Feedback 52

Summary 53

COMMUNICATION CHALLENGES AT MCDONALD'S 54

QUESTIONS FOR DISCUSSION 54 DOCUMENT FOR ANALYSIS 55 EXERCISES 55

Chapter 3



SPECIAL FEATURES

- Fear of the Blank Page and How to Overcome It 64
- Ten Tips for Communicating Successfully with a Global Audience 68

Planning Business Messages

61

COMMUNICATION CLOSE-UP AT GENERAL MILLS 61

Understanding the Composition Process 62

Defining Your Purpose 63

- Why You Need a Clear Purpose 64
- Common Purposes of Business Messages 66
- How to Test Your Purpose 67

Analyzing Your Audience 69

- Developing an Audience Profile 69
- Satisfying the Audience's Information Needs 71
- Satisfying the Audience's Motivational Needs 74

Satisfying the Audience's Practical Needs 75

Defining the Main Idea 76

- Use Brainstorming Techniques 77
- Limit the Scope 78

Selecting the Channel and Medium 79

- Oral Communication 79
- Written Communication 80

Summary 83

COMMUNICATION CHALLENGES AT GENERAL MILLS 84

QUESTIONS FOR DISCUSSION 84 EXERCISES 85

Chapter 4

Organizing and Composing Business Messages

87

COMMUNICATION CLOSE-UP AT MERCY HOSPITAL 87

The Case for Being Well Organized 89

- Why Some Messages Seem Disorganized 89
- What Good Organization Is 90
- Why Good Organization Is Important 91

Good Organization Through Outlining 94

Define and Group Ideas 94

Establish Sequence with Organizational Plans 97

From Outline to First Draft 105

- The Composition Process 105
- Style and Tone 106

Summary 116

COMMUNICATION CHALLENGES AT MERCY HOSPITAL 117

QUESTIONS FOR DISCUSSION 117 DOCUMENTS FOR ANALYSIS 117 EXERCISES 118

SPECIAL FEATURES

- How Personal Computers Aid the Composition Process 104
- Tailor Your Writing Style to Get the Results You Want 108

Chapter 5

Revising Business Messages

121

COMMUNICATION CLOSE-UP AT BEAR CREEK 121

Practicing the Craft of Revision 123

- Edit for Content and Organization 124
- Edit for Style and Readability 125
- Edit for Mechanics and Format 127

Selecting the Right Words 128

- Functional Words and Content Words 129
- Word Choice 130
- Bias-Free Writing 132

Creating Effective Sentences 134

- The Three Types of Sentences 135
- Sentence Style 136

Developing Coherent Paragraphs 144

- Elements of the Paragraph 144
- Five Ways to Develop a Paragraph 145
- Paragraph Pointers 146

Summary 149

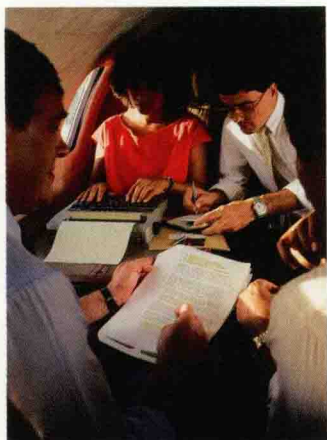
COMMUNICATION CHALLENGES AT BEAR CREEK 150

QUESTIONS FOR DISCUSSION 150 DOCUMENTS FOR ANALYSIS 150 EXERCISES 151

SPECIAL FEATURES

- Fifteen Secrets of Successful Business Writers 124
- How to Proofread Effectively 127
- Plain-English Laws 137

Chapter 6



SPECIAL FEATURES

- Pitfalls of Writing International Business Letters 160
- Writing Claim Letters That Get Results 172

Writing Direct Requests

159

COMMUNICATION CLOSE-UP AT TOUCAN-DU 159

Organizing Direct Requests 161

- Direct Statement of the Request or Main Idea 162
- Justification, Explanation, and Details 162
- Courteous Close with Request for Specific Action 163

Placing Orders 164

Requesting Routine Information and Action 166

- Requests to Company Insiders 166
- Requests to Other Businesses 168
- Requests to Customers and Other Outsiders 169

Writing Direct Requests for Claims and Adjustments 172

Making Routine Credit Requests 176

Inquiring About People 176

- Letters Requesting a Recommendation 177
- Letters Checking on a Reference 179

Issuing Invitations 179

Summary 181

COMMUNICATION CHALLENGES AT TOUCAN-DU 182

QUESTIONS FOR DISCUSSION 182 DOCUMENTS FOR ANALYSIS 183 CASES 183

Chapter 7

Writing Routine, Good-News, and Goodwill Messages

189

COMMUNICATION CLOSE-UP AT PEPSICO 189

Planning Positive Messages 191

- Clear Statement of the Main Idea 191
- Necessary Details 191
- Courteous Close 192

Writing Positive Replies 192

- Acknowledging Orders 192
- Replying to Requests for Information and Action 194

Responding Favorably to Claims and Adjustment Requests 197

- When the Company Is at Fault 199
- When the Buyer Is at Fault 200
- When a Third Party Is at Fault 201

Handling Routine Credit Requests 202

- Approving Credit 202
- Providing Credit References 204

Conveying Positive Information About People 205

- Recommendation Letters 205
- Good News About Employment 207

Writing Directives and Instructions 207

Conveying Good News About Products and Operations 208

Writing Goodwill Messages 210

- Congratulations 212
- Letters of Appreciation 212
- Condolences 214
- Greetings 216

Summary 218

SPECIAL FEATURES

- Turn Complaining Customers into Company Boosters 198
- Hazards of Writing Recommendation Letters 204

COMMUNICATION CHALLENGES AT PEPSICO 218

QUESTIONS FOR DISCUSSION 218 DOCUMENTS FOR ANALYSIS 219 CASES 220



SPECIAL FEATURES

- How to Avoid Libelous Letters 242
- How to Criticize yet Maintain Goodwill 246

COMMUNICATION CLOSE-UP AT SOUTHLAND CORPORATION 225

Easing the Pain of Bad-News Messages 226

- Indirect Plan 227
- Direct Plan 232

Conveying Bad News About Orders 232

- Unclear Orders 232
- Back Orders 233
- Substitutions 234
- Unfillable Orders 235
- Nonconforming Orders 237

Communicating Negative Answers and Information 238

- Providing Bad News About Products 238
- Denying Cooperation with Routine Requests 239
- Declining Invitations and Requests for Favors 241

Refusing Adjustment of Claims and Complaints 241

Refusing to Extend Credit 244

Conveying Unfavorable News About People 246

- Refusing to Write Recommendation Letters 247

- Rejecting Job Applicants 248
- Giving Negative Performance Reviews 248
- Terminating Employees 248

Handling Bad News About Company Operations or Performance 249

Summary 250

COMMUNICATION CHALLENGES AT SOUTHLAND CORPORATION 250

QUESTIONS FOR DISCUSSION 251 DOCUMENTS FOR ANALYSIS 251 CASES 252

COMMUNICATION CLOSE-UP AT NEWSWEEK 260

Preparing to Write a Persuasive Message 262

- Setting the Course 262
- Appealing to the Audience 263
- Organizing the Message 266

Writing Persuasive Requests for Action 267

Writing Persuasive Claims and Requests for Adjustment 269

Writing Sales Letters 272

- Prewriting 272
- Preparing the Copy 274
- Choosing the Format and Mailing List 279

Preparing Collection Messages 282

- The Collection Context 282
- The Collection Series 284

Summary 288

SPECIAL FEATURES

- Dangers in Writing Sales Letters 273
- How to Write Collection Letters That Conform to the Law 283

COMMUNICATION CHALLENGES AT NEWSWEEK 288

QUESTIONS FOR DISCUSSION 289 DOCUMENTS FOR ANALYSIS 289 CASES 290

Chapter 10



SPECIAL FEATURES

- Ten Skills That Can Help You Succeed in Any Career 323
- Eight Ways to Sidestep Hidden Job-Hunting Hazards 325

Writing Resumes and Application Letters

301

COMMUNICATION CLOSE-UP AT PRICE WATERHOUSE 301

Thinking About Your Career 303

- Analyzing What You Have to Offer 303
- Determining What You Want 304
- Seeking Employment Opportunities 306

Filling Out Application Forms 329

Writing Application Follow-ups 330

Summary 330

Writing a Resume 308

- Controlling the Format and Style 308
- Tailoring the Contents 308
- Choosing the Best Organizational Plan 314
- Writing the Perfect Resume 316

Writing an Application Letter 320

- Writing the Opening Paragraph 320
- Summarizing Your Key Selling Points 322
- Writing the Closing Paragraph 325
- Writing the Perfect Application Letter 327

Writing Other Types of Employment Messages 329

- Writing Job-Inquiry Letters 329

COMMUNICATION CHALLENGES AT PRICE WATERHOUSE 331

QUESTIONS FOR DISCUSSION 331 DOCUMENTS FOR ANALYSIS 331 CASES 333

Chapter 11



SPECIAL FEATURES

- Illegal Interview Questions: Your Rights When the Questions Are Wrong 340
- Winning Answers to 15 Challenging Interview Questions 346
- Turning Tough Interview Situations to Your Advantage 352

Interviewing for Employment and Following Up

335

COMMUNICATION CLOSE-UP AT APPLE COMPUTER 335

Interviewing with Potential Employers 337

- How Interviewers Learn About Applicants 337
- What Employers Look For 339
- What Applicants Need to Find Out 341
- How to Prepare for a Job Interview 342
- How to Be Interviewed 350

Following Up After the Interview 355

- Thank You 356
- Inquiry 356
- Request for a Time Extension 358
- Letter of Acceptance 358
- Letter Declining a Job Offer 359
- Letter of Resignation 359

Summary 361

COMMUNICATION CHALLENGES AT APPLE COMPUTER 361

QUESTIONS FOR DISCUSSION 361 DOCUMENTS FOR ANALYSIS 362 CASES 362

Chapter 12



SPECIAL FEATURES

- Beyond the Typewriter: Using a Computer to Prepare Reports 371

Using Reports and Proposals as Business Tools

367

COMMUNICATION CLOSE-UP AT CALVIN KLEIN 367

What Makes a Good Business Report 368

- Solid Content 369
- Responsive Format, Style, and Organization 371

How Companies Use Reports and Proposals 372

- Reports for Monitoring and Controlling Operations 374
- Reports for Implementing Policies and Procedures 375

Reports for Complying with Regulatory Agencies 378

Proposals for Obtaining New Business or Funding 379

Reports for Documenting Client Work 386

Reports for Guiding Decisions 388

Summary 396

COMMUNICATION CHALLENGES AT CALVIN KLEIN 396

QUESTIONS FOR DISCUSSION 396 EXERCISES 397

Chapter 13

Gathering and Interpreting Information

398

COMMUNICATION CLOSE-UP AT LOWRY & ASSOCIATES 398

Defining the Problem 399

- Asking the Right Questions 400
- Developing the Statement of Purpose 400

Outlining Issues for Analysis 401

- Developing a Logical Structure 402
- Following the Rules of Division 404
- Preparing a Preliminary Outline 405

Preparing the Work Plan 407**Doing the Research 409**

- Reviewing Secondary Sources 409
- Collecting Primary Data 411

Analyzing Data 415

- Calculating Statistics 416
- Drawing Conclusions 417
- Developing Recommendations 419

Summary 420

COMMUNICATION CHALLENGES AT LOWRY & ASSOCIATES 421

QUESTIONS FOR DISCUSSION 421 EXERCISES 421

SPECIAL FEATURES

- Plugging into Electronic Data Bases 410
- Seven Errors in Logic That Can Undermine Your Reports 418

Chapter 14

Developing Visual Aids

424

COMMUNICATION CLOSE-UP AT FIRESTONE 424

Planning Visual Aids 426

- Why Business Professionals Use Visual Aids 426
- The Process of "Visualizing" Your Text 427

Designing Visual Aids 429

- Understanding the Art of Graphic Design 429

Selecting the Right Visual Aid for the Job 431

Producing Visual Aids 438

- Using a Computer Graphics System 439
- Fitting Visual Aids into the Text 440
- Checking Over the Visual Aids 442

Summary 444

COMMUNICATION CHALLENGES AT FIRESTONE 444

QUESTIONS FOR DISCUSSION 445 DOCUMENTS FOR ANALYSIS 445 EXERCISES 446

SPECIAL FEATURES

- Creating Visual Aids for an International Audience 430
- Creating Colorful Visual Aids with Computers *following page* 432

COMMUNICATION CLOSE-UP AT MAYTAG 448

Preparing to Write Reports and Proposals 450

Deciding on Format and Length 450

Establishing a Basic Structure 452

Organizing Informational Reports 455

A Periodic Report 456

A Personal Activity Report 457

Organizing Analytical Reports 458Organization Based on Conclusions
and Recommendations 458Organization Based on Logical
Arguments 461**Making Reports and Proposals
Readable 472**Choosing the Proper Degree
of Formality 473

Establishing a Time Perspective 473

Developing Structural Clues 474

Summary 479

SPECIAL FEATURES

- How to Handle Crash Assignments 451
- Writing Headings That Spark Reader Interest 476

COMMUNICATION CHALLENGES AT MAYTAG 479

QUESTIONS FOR DISCUSSION 480 EXERCISES 480 CASES 480

COMMUNICATION CLOSE-UP AT TUPPERWARE 484

The Report Process 486**Components of a Formal Report 487**

Prefatory Parts 488

Text of the Report 491

Supplementary Parts 495

**Components of a Formal
Proposal 513**

Prefatory Parts 513

Text of the Proposal 514

Summary 518

SPECIAL FEATURES

- Analyzing a Sample Formal Report: An In-Depth Critique 496

COMMUNICATION CHALLENGES AT TUPPERWARE 518

QUESTIONS FOR DISCUSSION 518 CASES 519

COMMUNICATION CLOSE-UP AT KELLY SERVICES 531

Communicating Orally 533

Speaking 534

Listening 536

Conducting Interviews on the Job 538

Categorizing Interviews 539

Planning the Interview 540

Handling Difficult Interview
Situations 543**Conducting Meetings 547**

Understanding Group Dynamics 547

Arranging the Meeting 549

Running a Productive Meeting 553

Summary 554

COMMUNICATION CHALLENGES AT KELLY SERVICES 554

QUESTIONS FOR DISCUSSION 555 EXERCISES 555



SPECIAL FEATURES

- Telephone Tactics 534
- Globetrotter's Guide to Mastering Meetings 550
- Seven Deadly Blunders Made in Meetings 552