

Essentials of **Business
Communication**



Edition

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GUFFEY





Essentials *of* Business Communication

FIFTH EDITION

Mary Ellen Guffey

Los Angeles Pierce College



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Preface

Thanks to the overwhelming support of students and instructors, *Essentials of Business Communication* has become the leading text/workbook in the field of business communication. The first four editions have been adopted in 546 colleges, universities, and vocational schools across the country. Because of its concise, efficient coverage, it has been especially appealing to students in a hurry to develop marketable skills.

Today's students will enter working environments with ever-increasing demands. As a result of growing emphasis on team management and employee empowerment, they will be expected to gather data, solve problems, and make decisions independently. They will be working with global trading partners and collaborating with work teams in an increasingly diverse workplace. And they will be using sophisticated technologies to communicate.

Surprisingly, writing skills are becoming more and more important. In the past, businesspeople may have written a couple of business letters a month, but now they receive and send hundreds of e-mail messages weekly. Their writing skills are showcased in every message they send. To help students develop the skills they need to succeed in today's technologically enhanced workplace, we have responded with a thoroughly revised Fifth Edition.

Effective Features That Remain Unchanged

In its first four editions, *Essentials* featured a practical teaching/learning program that helped students develop employment skills quickly. *Essentials* has been especially successful in developing communication skills for postsecondary, college, and adult students with outdated, inadequate, or weak language arts training. Writing skills receive special emphasis because these skills are increasingly important and because such skills require special training to develop.

Although the Fifth Edition represents a comprehensive revision, it retains the powerful foundation features that moved the first four editions to the head of the market. The following major features and effective strategies have helped thousands of students improve their communication skills.

- **Text/Workbook Format.** The convenient text/workbook format presents an all-in-one teaching-learning package that includes concepts, workbook application exercises, writing problems, and a combination handbook/reference manual.

Students work with and purchase only one volume for efficient, economical instruction.

- **Comprehensive But Concise Coverage.** An important reason for the enormous success of *Essentials of Business Communication* is that it practices what it preaches. The Fifth Edition follows the same strategy, concentrating on essential concepts presented without wasted words. The Fifth Edition still contains only 14 chapters, making it possible to cover easily in one quarter or semester.
- **Writing Plans and Writing Improvement Exercises.** Step-by-step writing plans structure the writing experience so that novice writers get started quickly—without struggling to provide unknown details to unfamiliar, hypothetical cases. Many revision exercises build confidence and skills.
- **Wide Coverage of Communication Technology.** All relevant chapters build technology skills by including discussions and applications involving e-mail, Web research, contemporary software, on-line employment, and electronic presentations.
- **Grammar/Mechanics Emphasis.** Each chapter features a systematic review of the Grammar/Mechanics Handbook. Readers take a short quiz to review specific concepts, and they also proofread business documents that provide a cumulative review of all concepts previously presented.

Revision Highlights

The following new features update the Fifth Edition:

- **Amplified Writing Process.** Chapter 2, “Writing for Business Audiences,” has been totally revised so that it now introduces the writing process and places more emphasis on anticipating audience reaction so that students are better able to shape effective messages.
- **Strengthened Writing Techniques.** Three chapters are now devoted to writing techniques instead of two in the last edition. This change provides more opportunity for students to develop the basic and advanced writing skills that today’s technology demands.
- **Integrated Internet Focus.** Internet concepts and applications are thoroughly integrated into chapters and case studies. Students learn about working in a technologically enhanced environment. Chapter 1 includes a workshop that tutors Internet novices and also challenges more advanced Web surfers. Chapter 8 teaches students how to write persuasive messages on-line, using Amazon.com as an example, and Chapter 11 helps readers locate and evaluate data on the Web.
- **Revised Communication Workshops.** Redesigned chapter workshops focus on technology, career skills, ethics, and multicultural issues. Information “chunking” and bulleting in the workshop text enhance readability and comprehension. “Your Task” and “Career Application” segments now provide consistent structure in guiding student responses.
- **Expanded Coverage of Career Skills.** Special workshop discussions focus on developing career skills that students need to succeed, such as using ethical tools, working collaboratively, observing business etiquette, and resolving workplace conflicts.
- **More Emphasis on E-Mail and the Web.** Reflecting business trends, this edition has fewer chapters devoted to letter writing and more discussions and assignments related to e-mail and the Web.

- **More Grammar/Mechanics.** As reviewers suggested, each chapter now includes an Advanced Grammar/Mechanics Review. Crammed with errors in grammar, punctuation, number expression, spelling, and capitalization, these exercises give instructors a challenging and exciting tool to help students recognize and avoid frequently made errors.
- **Amplified Oral Communication.** This edition moves speaking skills from Chapter 2 to Chapter 12 and greatly increases the coverage of electronic presentation software. Tips for planning and participating in meetings, as well as guidelines for improving telephone communication, complete the new chapter.
- **New End-of-Chapter Activities.** In some chapters as many as 80 percent of the activities are new, and many involve real problems from current events. All case studies now have “Your Task” segments that provide specific steps to follow in finishing the assignment.
- **More Cartoons!** Lightening the load and sharpening chapter concepts are many new cartoons, including Dilbert. His cubicle’s-eye view of bosses, meetings, and management fads often features problems in communication.
- **New Video Case Studies.** A set of seven exciting videos, each about 8 minutes long, bridges the gap between textbook and the real world with case studies of such companies as Hudson’s, Ben & Jerry’s, Yahoo!, and World Gym.
- **Greater Use of Guffey Web Site.** To provide meaningful Web practice, this edition offers students rich resources at the Guffey Student Web site. Assignments using the Guffey Web site particularly effective for distance-learning classes and for intact classes with limited lecture time.

Other Features That Enhance Teaching and Learning

Although the Fifth Edition of *Essentials of Business Communication* packs considerable information into a small space, it covers all of the critical topics necessary in a comprehensive business communication course; and it also features many teaching-learning devices to facilitate instruction, application, and retention.

- **Focus on Writing Skills.** Most students need a great deal of instruction and practice in developing basic and advanced writing techniques, particularly in view of today’s increased emphasis on communication by e-mail. Writing skills have returned to the forefront since so much of today’s business is transacted through written messages. *Essentials* is the premier text/workbook in its focus on grammar and writing techniques.
- **E-Mail and Memo Emphasis.** *Essentials* is the only text/workbook that devotes an entire chapter to the writing of e-mail and memos, which have become the most used communication channels in the business world.
- **Listening, Speaking, and Nonverbal Skills.** Employers are increasingly seeking well-rounded individuals who can interact with fellow employees as well as represent the organization effectively. *Essentials* provides professional tips for managing nonverbal cues, overcoming listening barriers, developing speaking skills, planning and participating in meetings, and making productive telephone calls.
- **Coverage of Formal and Informal Reports.** Two chapters develop functional report-writing skills. Chapter 10 provides detailed instruction in the preparation of seven types of informal reports, while Chapter 11 covers proposals and formal reports. For quick comprehension all reports contain marginal notes that pinpoint writing strategies.

- **Employment Communication Skills.** Successful résumés, letters of application, and other employment documents are among the most important topics in a good business communication course. *Essentials* provides the most realistic and up-to-date résumés in the field. The models show chronological, functional, combination, and computer-friendly résumés.
- **Employment Interviewing.** *Essentials* devotes an entire chapter to effective interviewing techniques, including a discussion of screening interviews and hiring interviews. Chapter 14 also teaches techniques for fighting fear, answering questions, and following up.
- **Models Comparing Effective and Ineffective Documents.** To facilitate speedy recognition of good and bad writing techniques and strategies, *Essentials* presents many before-and-after documents. Marginal notes spotlight targeted strategies and effective writing.
- **Variety in End-of-Chapter Activities.** An amazing array of review questions, critical-thinking questions, writing improvement exercises, revision exercises, activities, and case problems hold student attention and help them apply chapter concepts meaningfully.
- **Diagnostic Test.** An optional grammar/mechanics diagnostic test helps students and instructors systematically determine specific student writing weaknesses. Students may be directed to the Grammar/Mechanics Handbook for remediation.
- **Grammar/Mechanics Handbook.** A comprehensive Grammar/Mechanics Handbook supplies a thorough review of English grammar, punctuation, capitalization style, and number usage. Its self-teaching exercises may be used for classroom instruction or for supplementary assignments. The handbook also serves as a convenient reference throughout the course and afterwards.
- **Textbook Coordination.** The principles of grammar and usage incorporated in *Essentials of Business Communication* coordinate with and reinforce those presented in Guffey's *Business English*, Guffey's *Essentials of College English*, and Clark and Clark's *Handbook for Office Workers*. This coordination means that students can move from one book to another without experiencing contradictory usage or style guidelines.

Unparalleled Instructor Support

The Fifth Edition of *Essentials* continues to set the standard for business communication support. Classroom success is easy to achieve because of the many practical ancillary items that supplement Guffey textbooks. No other author matches her level of support. Professor Melanie Young, Clark College, Vancouver, Washington, wrote,

"Essentials is a big hit with my students. While they are working through all the exercises and sharing their completed case problems with each other, I'm enjoying the ease provided the instructor. The instructor's manual, electronic test bank, transparencies, and annotated teacher's text are wonderful tools. I'm amazed at the total number of items available to help me!"

The following time-saving ancillaries and resources accompany the Fifth Edition of *Essentials*:

- **Annotated Instructor's Edition** (0-324-01363-9). The Instructor's Edition includes a key so that teachers have an easy-to-read, all-in-one manual from which to teach. Answers to end-of-chapter review questions, writing im-

provement exercises, grammar/mechanics checkups, and the diagnostic test ensure classroom efficiency. Icons mark spots in the text where transparencies may be used to illustrate concepts and where supplementary lectures are available.

- **Instructor's Manual With Test Banks and Solutions Masters** (0-324-01367-1). The IM supplies general suggestions for teaching business communication, lesson plans for each chapter, test banks with 50 questions for each chapter, three unit tests, keys for all cumulative editing quizzes, and solutions transparency masters. In addition to ideas for course organization and evaluation, the IM provides many supplementary lectures on relevant topics not covered in the text.
- **Transparencies** (0-324-01382-5). Available to adopters is a remarkable collection of over 180 pages of transparency acetates that provide lecture summaries, additional examples, effective/ineffective documents, enrichment ideas, most problem solutions, and interactive quizzes. The transparency packet has been very popular in previous editions, but it is quite costly to mail because of the extraordinary number of sheets involved. With this edition, we're making the transparencies also available at the Guffey Instructor Web site. We encourage instructors to download them because the masters are immediately available, we save on mailing costs, and the masters are digital, which means instructors can customize them to fit their lectures.
- **PowerPoint® Slides** (0-324-01368-X). Summaries of important chapter concepts are professionally rendered in PowerPoint®. Instructors can use our chapter presentations or alter them for custom lectures. Our unique interactive program not only introduces concepts but also engages students in a dialogue that reviews and reinforces what they are seeing. This dynamic program captures attention, creates lively lectures, and, most important, enhances learning and retention.
- **ExamView Testing Software** (0-324-01383-3). All items from the printed test banks are available on disk with ExamView Testing Software, an automated testing program that allows instructors to create exams by selecting provided questions, modifying existing questions, and adding questions. It is available in Windows and MS-DOS versions and is provided free to instructors at educational institutions that adopt *Essentials of Business Communication*, 5e. Instructors can also have tests created and printed by calling Thomson Learning (South-Western) at 1-800-423-0563 between 8:30 a.m. and 6 p.m. EST.
- **BusinessLink Video Cases** (0-324-01364-7). Featuring real companies with real communication issues that managers and employees face, seven new videos (all about 8 minutes long) require student analysis, problem-solving skills, and application of communication concepts from the text. We've tried hard to provide a practical application for each video. For example in the Hudson video, students compare customer profiles with those developed by the trainees in the film. And your students will be as astonished as the Hudson trainees at the outcome!
- **Premier Web Site for Students**. Because of the heavy demand, we now operate identical versions of our student Web site at two locations. For *Essentials of Business Communication*, the primary site is located at <http://www.westwords.com/guffey/students.html>. The secondary site is located at <http://www.meguffey.com>. At either of these locations, students can test their knowledge of chapter concepts with interactive review exercises that provide immediate feedback electronically. They can see PowerPoint slides that review and emphasize chapter concepts. To expand their vocabulary, spelling, and sentence competency skills, students can use many self-paced skill-building drills written by the author. In addition to the text-specific items,

students are offered links to the best search engines, employment and internship information sites, Web-site creation information, writing labs, electronic citation formats, on-line newspapers and magazines from around the world, and many other on-line resources of significance to business communication students. We provide over 3,000 student-oriented pages. No other Web site sponsored by an author matches our breadth of materials and speed of service!

- **Leading Web Site for Instructors.** The password-protected Instructors' site <<http://www.westwords.com/instructor.html>> supplies a remarkable collection of practical teaching materials such as downloadable modules on listening, peer editing, and report-writing projects. Instructors will also find discussion guides and bonus exercises. Passwords to the site can be found in the instructor's manual for *Essentials*.
- **Web Tutor** (0-324-06492-8). Web Tutor™ on WebCT is a content rich, web-based teaching and learning aid that reinforces and clarifies complex concepts. Web Tutor™ delivers innovative learning aids such as chapter reviews, flashcards, writing improvement exercises, spelling and vocabulary quizzes, and more. WebTutor™ also provides rich communication tools to instructors and students including a course calendar, chat, and e-mail. Instructors can incorporate Web Tutor as an integral part of the course or students can use it on their own as a study guide.
- **Print Newsletter.** *Business Communication News*, a twice-yearly newsletter, brings relevant business communication news, teaching tips, and announcements of new free materials. Instructors who have adopted *Essentials* may be placed on the mailing list by sending their names and addresses to Dr. Guffey at <meguffey@westwords.com> or by writing to the address shown at the end of the Preface.
- **E-Mail Newsletter.** *The On-Line Guffey Report* is a monthly electronic newsletter sent directly to instructors' e-mail boxes. Instructors may sign up at the Guffey Web site. The newsletter provides relevant news nuggets, classroom teaching tips, lecture ideas, and bonus case-study problems. Dr. Guffey remains the number one business communication author when it comes to accessibility, complimentary teaching materials, and on-line resources.
- **Distance Learning Resources.** Numerous distance learning instructors have made *Essentials* their textbook choice because of its comprehensive learning/testing system, its technologically savvy approach, and its many on-line resources. Distance learning students have direct access to PowerPoint slides, interactive chapter review questions, interactive skill builders, electronic citation formats, and many other student-oriented electronic resources.

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Instructor Networking

Each year I develop and distribute new classroom teaching materials for business communication instructors. To ensure that you receive notice of these materials, please send me your name and school address. And, of course, I am always delighted to receive comments about your course and suggestions for this book.

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