

Mary Ellen Guffey

ESSENTIALS OF

BUSINESS COMMUNICATION



6TH
EDITION

Essentials *of* Business Communication

SIXTH EDITION

Mary Ellen Guffey

*Professor of Business Emeritus
Los Angeles Pierce College*

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SOUTH-WESTERN



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Mary Ellen Guffey

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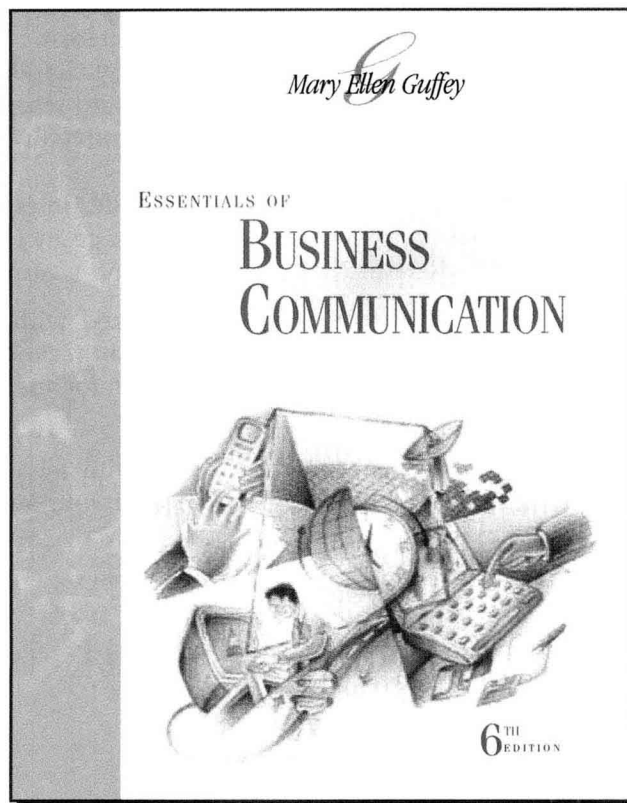
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P r e f a c e



Welcome to the sixth edition of *Essentials of Business Communication* by Mary Ellen Guffey. This text/workbook has soared to a leadership position in the business communication market because of its time-tested, interactive learning system that prepares students to excel in today's digital workplace. In the following pages, you will find a description of the features and abundant resources for students and instructors that set the bar for the next generation of business communication education.



Dr. Mary Ellen Guffey

Thomson/South-Western Publishing



E-mail: meguffey@westwords.com

Student Web site: <http://www.westwords.com/guffey/students.html>

Instructor's Web site: <http://www.westwords.com/instructor.html>

Dear Friends and Colleagues:

Thanks to the overwhelming support of students and instructors, *Essentials of Business Communication* continues to be the leading text/workbook in the field of business communication. The first five editions have been adopted in over 700 four-year, two-year, and career schools across the U.S. and Canada, as well as in many schools around the world. Because of its concise, efficient coverage, it has been especially appealing to students in a hurry to develop marketable skills.

The following features, illustrated in the Preface, describe some of the improvements in *Essentials of Business Communication*, Sixth Edition:

- **New Chapter on Interpersonal Skills** provides in-depth coverage to equip students with the soft skills employers demand.
- **Enhanced Coverage of E-Mail** in completely revised Chapter 5 includes new discussion of e-mail dangers, effective techniques, and timely case studies.
- **Expanded Oral Presentation Chapter** enlarges PowerPoint® coverage.
- **New "Before" and "After" Documents** help students visualize the process and effect of revision.
- **New Four-Color Design and More Cartoons** maximize reader interest.
- **"Bridging the Gap" Video Case Studies** integrate videos in many chapters.
- **Free InfoTrac® Online Library** helps students build knowledge and research skills.
- **Fresh Case Studies** (more than 60 to 80 percent new problems) enliven writing exercises with many topics from current events.
- **WebTutor™ Advantage**, a Web-based student supplement, includes interactive learning tools that build student competence. Features of WebTutor™ Advantage include author-narrated PowerPoint® slides, chapter quizzes, demonstration problems, and writing exercises.

Most important, *Essentials of Business Communication* is supplemented with the most extensive publisher ancillaries and the best student Web site in business communications. I regularly hear from instructors and students from around the country with praises for the abundant resources offered with this text.

Please continue to share your comments and recommendations with me. As one of the most accessible and responsive authors in the field, I am eager to receive your suggestions regarding this book, our Web site, and your business communication course.

Cordially,

Mary Ellen Guffey

Maintaining Essentials —

EFFECTIVE FEATURES AND RESOURCES REMAIN UNCHANGED

Since its first edition, *Essentials of Business Communication* featured a practical teaching/learning program that helped students build employment skills quickly. *Essentials* has been especially successful in developing communication skills for 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 Sixth Edition represents a substantial revision, it retains the powerful foundation features that moved the first five editions to the head of the market in this country and abroad. The following major features, resources, 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 purchase and work with only one resource for efficient, economical instruction.
- **Comprehensive Yet Concise Coverage.** An important reason for the enormous success of *Essentials of Business Communication* is that it practices what it preaches. The Sixth Edition follows the same strategy, concentrating on essential concepts presented without wasted words. The Sixth Edition still contains only 14 chapters, making it possible to cover the entire text easily in one quarter or semester.
- **Writing Plans and Writing Improvement Exercises.** Clear step-by-step writing plans structure the assignments so that novice writers can get started quickly and stay focused on the writing experience—without struggling to provide unknown details to unfamiliar, hypothetical cases. Ample revision exercises build confidence and skills.

“The writing exercises presented are a blessing for any teacher. The clarity of the writing sections of the text permits students to learn proper business writing and grammar. The clear examples and exercises provide the student with ample writing practice. Overall, an excellent text that will teach students proper business writing.”

Sandie Idziak
University of Texas, Arlington

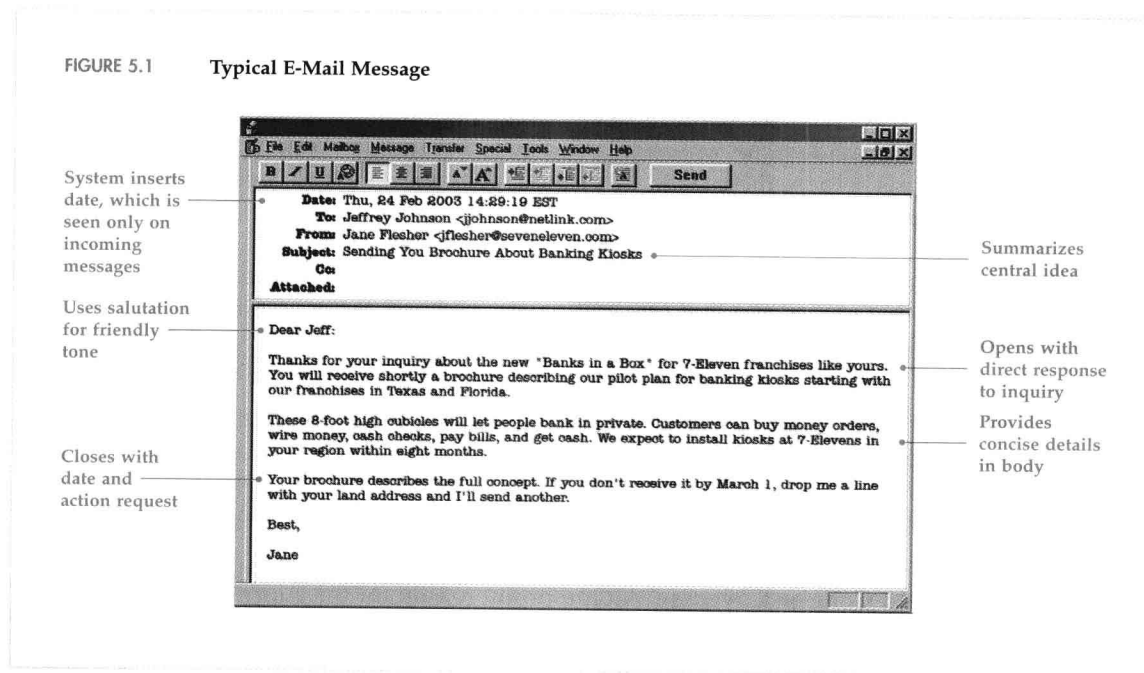


WRITING PLAN FOR A PERSUASIVE REQUEST

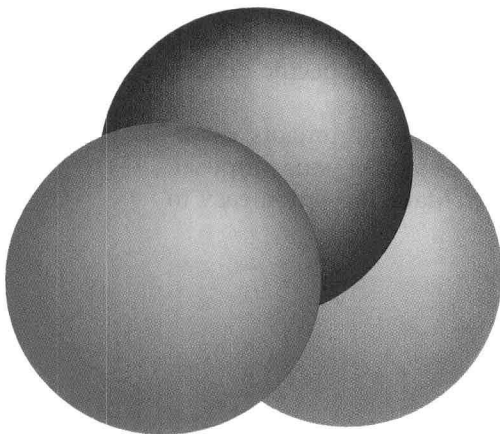
- **Opening: Obtain the reader's attention and interest.** Describe a problem, state something unexpected, suggest reader benefits, offer praise or compliments, or ask a stimulating question.
- **Body: Build interest.** Explain logically and concisely the purpose of the request. Prove its merit. Use facts, statistics, expert opinion, examples, specific details, and direct and indirect benefits.
- **Body: Reduce resistance.** Anticipate objections, offer counterarguments, establish credibility, demonstrate competence, and show the value of your proposal.
- **Closing: Motivate action.** Ask for a particular action. Make the action easy to take. Show courtesy and respect.

- **Wide Coverage of Communication Technology.** All relevant chapters build technology skills by including discussions and applications involving e-mail, Web research, contemporary software, online employment, and electronic presentations.

FIGURE 5.1 Typical E-Mail Message



- **Grammar/Mechanics Emphasis.** Each chapter features a systematic review of the Grammar/Mechanics Handbook that is included at the end of the text. Readers take a short quiz to review specific concepts and proofread business documents that provide a cumulative review of all concepts previously presented.
- **Premier Web Sites.** No other textbook supplies both students and instructors with such comprehensive resources immediately available on the Internet. Interactive student exercises promote learning and retention, while exceptional instructional modules and classroom aids ease a teacher's load. Students can visit <http://www.westwords.com/guffey/students.html> for instructional support and career information. Instructors will find a wealth of resources at <http://www.westwords.com/instructor.html>.



"I've taught Business Communication since 1999 at Los Medanos College, and every semester the students comment on how much they like *Essentials of Business Communication* and especially the Web site. As an instructor I particularly enjoy the number of supplemental items that make my job easier, more interesting, and fun for the students and myself, and, most importantly, educational. Dr. Guffey is a dedicated and passionate professional, and instructors and students both benefit greatly from her textbooks."

Courtney Knauer
 Los Medanos College

Exceeding Expectations—

REVISIONS FOR MORE EFFECTIVE TEACHING AND LEARNING

The following pedagogical features update and enhance the Sixth Edition:

- **New “Before” and “After” Documents.** To help students visualize the process and effect of revision, many chapters now show side-by-side versions of before-and-after messages.
- **Enhanced Coverage of E-Mail.** A completely revised Chapter 5 includes new coverage of e-mail dangers, such as when to use e-mail and when to send hard-copy memos, and extensive new problems on timely topics such as car phone safety, workplace violence, unwanted e-mail, time management, and smoking bans.

SMART E-MAIL PRACTICES

✓ Quick Check

Because e-mail is now a mainstream communication channel, messages should be well-organized, carefully composed, and grammatically correct.

Despite its dangers and limitations, however, e-mail is increasingly the preferred choice for sending many business messages. Because e-mail has become a mainstream channel of communication, it's important to take the time to organize your thoughts, compose carefully, and be concerned with correct grammar and punctuation.

Getting Started. The following pointers will help you get off to a good start in using e-mail safely and effectively.

- **New Chapter on Interpersonal Skills.** Chapter 11, “Communicating in Person, by Telephone, and in Meetings,” provides in-depth coverage of key interpersonal skills so that students are equipped with the soft skills employers demand.
- **Expanded Oral Presentation Chapter.** An amplified Chapter 12 now provides helpful suggestions regarding audience types, gaining and keeping attention, achieving audience rapport, concluding a talk, and adapting to international and cross-cultural audiences.
- **Enhanced PowerPoint® Preparation Instruction.** In addition to updated how-to coverage for PowerPoint presentations, students now learn how to convert statements into bullet points and how to avoid being upstaged by their slides.
- **New Four-Color Design.** To maximize reader interest and illustrate concepts with greater emphasis, a new four-color design enhances the Sixth Edition.

“I’m impressed with the creativity of the Web-based activities. They’re great because they show students new ways to use the Internet interactively. I’ve been to Web sites for other courses and haven’t seen one that was as thorough or as useful or that had such a wide variety of activities.”

*Karin Jacobson, Student
University of Montana, Helena*

- **Timely Communication Workshops.** Communication Workshops provide insight into special business communication topics and skills not discussed in the chapters. These topics cover ethics, technology, career skills, and collaboration. Each workshop includes a career application with a case study or problem to help students develop important skills. New workshops cover topics such as “Dr. Guffey’s Guide to Business Etiquette and Workplace Manners” (an interactive Web module) and “How to Deal with Difficult People at Work.”

COMMUNICATION WORKSHOP: ETHICS



Whose Computer Is It Anyway?

More and more companies today provide their employees with computers and Internet access. Should employees be able to use those computers for online shopping, personal messages, personal work, and listening to music or playing games?

But It’s Harmless

The Wall Street Journal reports that many office workers have discovered that it’s far easier to do their shopping online than racing to malls and waiting in line. To justify her Web shopping at work, one employee, a recent graduate, says, “Instead of standing at the water cooler gossiping, I shop online.” She went on to say, “I’m not sapping company resources by doing this.”

Some online office shoppers say that what they’re doing is similar to making personal phone calls. So long as they don’t abuse the practice, they see no harm. And besides, shopping at the office is far faster than shopping from most dial-up home computer connections. Marketing director David Krane justifies his online shopping by explaining that his employer benefits because he is more productive when he takes minibreaks. “When I need a break, I just pull up a Web page and just browse,” he says. “Ten minutes later, I’m all refreshed, and I can go back to business-plan writing.”

Companies Urged to Crack Down

Employers are less happy about increasing use of bandwidth for personal online shopping. A recent *Wall Street Journal* article reported that a company discovered an employee using a personal business computer to shop for a personal business. The company’s IT manager said, “I’ve never seen an employee who...”

COMMUNICATION WORKSHOP: CAREER SKILLS



Dr. Guffey’s Guide to Business Etiquette and Workplace Manners

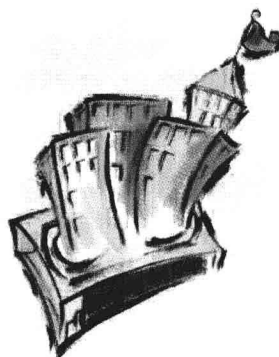
Etiquette, civility, and goodwill efforts may seem out of place in today’s fast-paced, high-tech offices. Yet, etiquette and courtesy are more important than ever if diverse employees are to be able to work cooperatively and maximize productivity and workflow. Many organizations recognize that good manners are good for business. Some colleges and universities offer management programs that include a short course in manners. Companies are also conducting manners seminars for trainee and veteran managers. Why is politeness regaining legitimacy as a leadership tool? Primarily because courtesy works.

Good manners convey a positive image of an organization. People like to do business with people who show respect and treat others civilly. People also like to work in an environment that is pleasant. Considering how much time is spent at work, doesn’t it make sense to prefer an agreeable environment to one that is rude and uncivil?

Etiquette is more about attitude than about formal rules of behavior. That attitude is a desire to show others consideration and respect. It includes a desire to make others feel comfortable. You don’t have to become a “sissy” or an etiquette nut, but you might need to polish your social competencies a little to be an effective businessperson today.

...up your workplace skills online at “Dr. Guffey’s Guide to Business Etiquette and Workplace Manners.”

- **“Bridging the Gap” Integrated Video Case Studies.** New “Bridging the Gap” video case studies are incorporated into end-of-chapter activities so that students have discussion questions and key points immediately available.
- **Free InfoTrac® Online Library.** To help students build knowledge and research skills, the sixth edition carries a free subscription to InfoTrac®. Many chapter activities incorporate InfoTrac® assignments to expand students’ access to newspaper, journal, and magazine articles.



VIDEO CASE



Designing and Delivering Oral Presentations at Burke Marketing

Burke Marketing Research is one of the premier international marketing research and consulting firms in the industry. It is the world’s seventh largest research company, and a large part of its business revolves around presenting research findings to clients. In the video a Burke vice president says that to be most meaningful, research results should be explained in person. This is usually done in an oral presentation accompanied by a written report. In this video Burke consultants discuss how to plan, organize, and deliver an effective presentation. They also present tips regarding dress, honesty, repetition, animation, and brevity.

Your Task. After watching the video, be prepared to answer these questions:

- What are the four main steps that Burke consultants follow in creating an effective oral presentation?
- What tips do Burke consultants mention for improving the delivery of a presentation?
- How can unfavorable results be successfully presented?
- What is the worst error a presenter can make?

- **New APA Documentation Formats.** In addition to MLA documentation formats, the Sixth Edition now provides APA formats as well.

“Guffey seems to have her hands on the pulse of not only what is currently needed by students and instructors, but is looking toward what might be needed in the future. I think this is what has always made her textbooks seem more current than some of the other texts out there.”

Sheryl E. C. Joshua
University of North Carolina

- **Fresh Case Studies.** In the writing chapters, 60 to 80 percent of the case studies are new, thus avoiding carry-over from previous editions. Adapted from current events, many case studies feature high-profile companies that students recognize such as Coca-Cola, McDonald's, and Starbucks.

5.6 PROCEDURE E-MAIL OR MEMO: RULES FOR WIRELESS PHONE USE IN SALES REPS' CARS. As one of the managers of LaReve, a hair care and skin products company, you are alarmed at a newspaper article you just saw. A stockbroker for Smith Barney was making cold calls on his personal phone while driving. His car hit and killed a motorcyclist. The brokerage firm was sued and accused of contributing to an accident by encouraging employees to use cellular telephones while driving. To avoid the risk of paying huge damages awarded by an emotional jury, the brokerage firm offered the victim's family a \$500,000 settlement.

8.14 BAD NEWS FOR CUSTOMERS: STARBUCKS CHARGES WORLD TRADE CENTER RESCUE WORKERS. Immediately after the September 11 attack in New York, rescue workers rushed to a Starbucks coffee shop near the World Trade Center to get water to treat shock victims. Starbucks employees demanded \$130 for three cases of bottled water. Ambulance workers shelled out the cash from their own pockets. But they weren't happy about it.

- **New Test Bank Questions.** Totally revised test banks offer from 50 to 100 percent new questions.
- **More Cartoons!** Lightening the learning load and sharpening chapter concepts are many new cartoons centered on workplace communication.
- **Greater Use of Guffey Web Site.** To provide meaningful Web practice, this edition promotes the rich resources of the Guffey Student Web site at <http://www.westwords.com/guffey/students.html>. Assignments using the Guffey Web site are particularly effective for distance-learning classes and for intact classes with limited lecture time.

Enhancing Education—

RESOURCES FOR TEACHERS AND STUDENTS

Unparalleled Instructor Support

The Sixth Edition of *Essentials of Business Communication* 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,

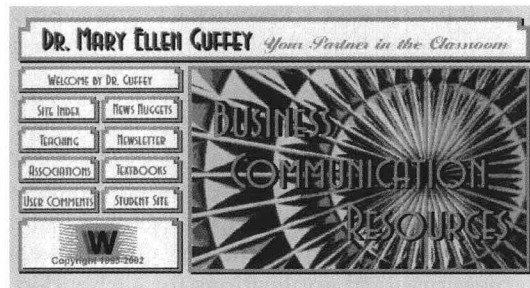
"Essentials is a big hit with my students. While they are working through all the exercises and sharing their completed case problems with each other, I'm enjoying the ease provided the instructor. The instructor's manual, electronic test bank, transparencies, and annotated teacher's text are wonderful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

"The end-of-chapter activities are superb and key to the text's success. I like the number, variety, and difficulty range of the activities and cases. With the gradual deterioration of basic English skills of college students and greater numbers of international students, the grammar exercises are valuable additions to the text."

*Kenneth Mayer
Cleveland State University*

The following timesaving ancillaries and resources accompany the Sixth Edition of *Essentials*:

- **Annotated Instructor's Edition.** The Instructor's Edition includes an answer key so that teachers have an easy-to-read, all-in-one manual from which to teach. In-text answers to the end-of-chapter review questions, writing improvement exercises, grammar/mechanics checkups, and the diagnostic test ensure classroom efficiency. Places where supplementary lectures may be presented are marked in the text. (ISBN: 0-324-19152-9)
- **Leading Web Site for Instructors.** The password-protected Web site for instructors <http://www.westwords.com/instructor.html> supplies an extensive collection of practical teaching materials such as downloadable modules on listening, peer editing, and report-writing projects. Instructors will also find discussion guides, bonus exercises, and sample syllabi for online courses.



- **Instructor's Manual With Test Banks and Solution Masters.**

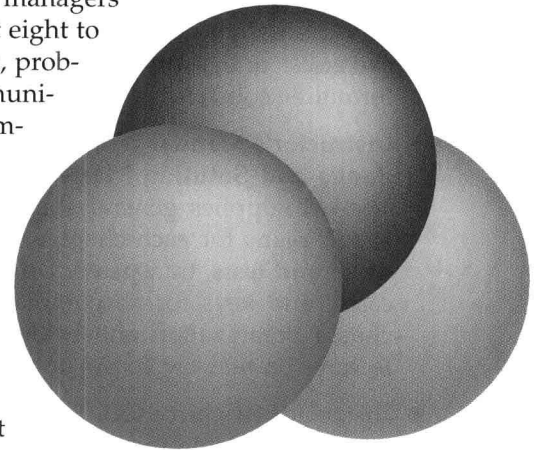
The IM supplies general suggestions for teaching business communication, lesson plans for each chapter, test banks with 50 questions for each chapter, three unit tests, transparency master solutions for all memo- and letter-writing cases, and keys for all cumulative editing quizzes. In addition to ideas for course organization and evaluation, the IM provides many supplementary lectures on relevant topics not covered in the text. (ISBN: 0-324-19153-7)

- **Instructor Resource CD.** The Instructors' Manual and other teaching supports are also available in digital form on CD-ROM. The Instructor Resource CD includes transparency masters, PowerPoint slides, test banks, unit tests, and the instructor's manual in one handy, compact tool with documents that can be customized to fit specific class and student needs. Most of the supplements are formatted in MS Word so that they can be easily revised and printed. (ISBN: 0-324-19157-X)
- **Transparencies.** Compiled by Mary Ellen Guffey, nearly 200 acetates and masters summarize, supplement, and highlight course concepts. They offer lecture summaries, additional examples, effective/ineffective documents, enrichment ideas, and interactive quizzes. With nearly 150 additional solution masters in the Instructor's Manual, *Essentials*, 6e, provides a remarkable total of nearly 350 pages of transparency support—the biggest and best transparency support package in the field. The transparency masters may also be downloaded from the Web site for instructors at <http://www.westwords.com/instructor.html>. (ISBN: 0-324-19155-3)
- **PowerPoint® Slides.** Summaries of important chapter concepts are rendered professionally in PowerPoint. Instructors can use the chapter presentations as is, or alter them for custom lectures. This unique interactive program not only introduces concepts but also engages students in a dialogue that reviews and reinforces what they are learning. The PowerPoint program for this edition captures attention, creates lively lectures, and, most important, improves learning and retention. Students receive a simplified version of the PowerPoint slides on the Student CD. Instructors receive an enhanced version of the PowerPoint slides on the Instructor's Resource CD. (ISBN: 0-324-19157-X)

"This book is great! It will be going to work with me as a reference book. The interactive quizzes are wonderful. What a great way to review for tests! I also enjoy the 'fun stuff.' My instructor recommended your site, and I'm very glad she did."

*Deanna Jokinen, Student
Dakota County Technical College*

- **Printed Testing Materials.** The Instructor's Manual for the Sixth Edition supplies totally revised test banks with 50 questions for each chapter. These test banks contain 20 multiple-choice, 20 true-false, and 10 fill-in questions. In this edition more than 50 percent of the multiple-choice and true-false questions are new; in some chapters 100 percent of the questions are new. Instructors may also have tests created and printed by calling the **Academic Resource Center at Thomson/South-Western at 1-800-423-0563 between 8:30 a.m. and 6 p.m. EST.**
- **ExamView Testing Software.** All items from the printed test banks are available electronically on ExamView Testing Software. This automated testing program allows instructors to easily create customized exams by selecting provided questions, modifying existing questions, and adding questions. It is included on the Instructor's Resource CD and is provided free to instructors at educational institutions that adopt *Essentials of Business Communication, 6e*.
- **"Bridging the Gap" Video Library.** Featuring real companies with real communication issues that managers and employees face, nine videos (all about eight to ten minutes long) require student analysis, problem-solving skills, and application of communication concepts from the text. Students complete practical applications for each video.
- **Newsletters.** *Business Communication News*, a twice-yearly print newsletter, brings relevant business communication news, teaching tips, and announcements of new free materials. *The Online Guffey Report* is a monthly electronic newsletter sent directly to instructors' e-mail boxes. This electronic newsletter provides relevant news nuggets, classroom teaching and management tips, lecture ideas, and bonus case-study problems.
- **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 online resources. At the author's Web site, distance learning students have direct access to chapter review questions, interactive skill builders, electronic citation formats, and many other student-oriented electronic resources. At the WebTutor™ site, students will find many additional resources and tutorials for developing writing skills.



"Dr. Guffey's support materials enable me to keep my courses interesting and up-to-date without doing it all from scratch."

Susan Dunn
College of the Siskiyous

"Guffey's exceptional supplementary materials make my teaching much easier and very entertaining, and I get GREAT reactions from students!"

Jo-Ann Swanson
University of Great Falls
Great Falls, Montana

- **WebTutor™ Advantage for Blackboard® or WebCT™.** This interactive, Web-based supplement, rich with text-specific materials, is available in two platforms and can be packaged with the textbook. WebTutor™ Advantage extends the classroom with the power of the Internet: instructors can incorporate it as an integral part of the course, or students can use it on their own as a study aid. WebTutor™ Advantage for *Essentials* includes the following features:



Dr. Mary Ellen Guffey

- ✓ Chapter highlights by Dr. Guffey
- ✓ Chapter review tutorials, multiple-choice, and true-false quizzes
- ✓ Writing improvement tutorials
- ✓ Model document demonstration problems
- ✓ Flashcards of key vocabulary
- ✓ Critical thinking case tutorials
- ✓ Online testing and scoring
- ✓ Threaded discussion questions
- ✓ Video cases and video segments

Distance-learning instructors will find the WebTutor™ supplement particularly helpful in designing and customizing online activities. To see a demonstration and learn more about

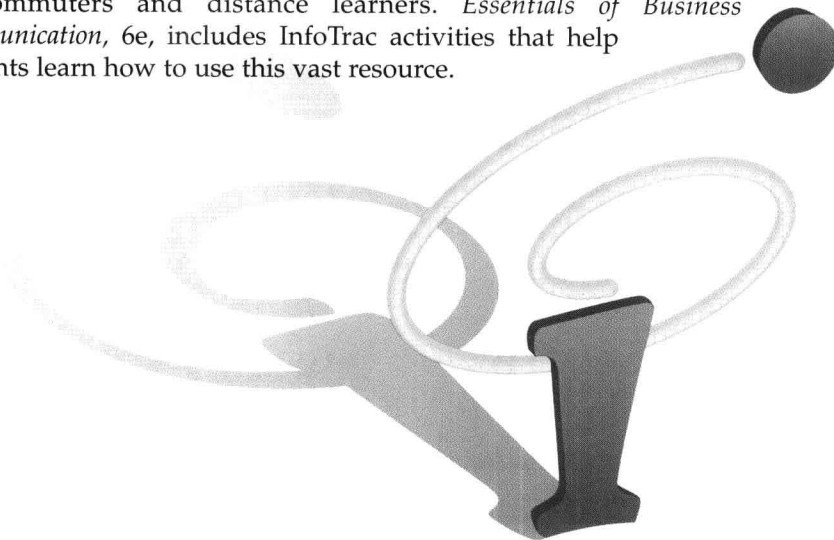
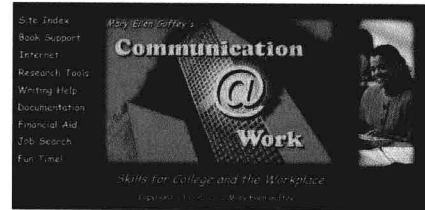
WebTutor™, visit <http://webtutor.thomsonlearning.com>. To view the demonstration, choose a platform (WebCT™ or Blackboard®). Click “Available Products”; on the next screen click “Search” and type “Guffey.” From the list choose *Essentials*.

“I’m using WebTutor™ for the first time and so far, I’m impressed with the product! I fell in love with EBC just reviewing it over the Internet, and WebTutor™ is an awesome complement to your text!”

*Ellen Hendrix
Southeastern Oklahoma State University*

Exceptional Student Resources

- **FREE Student CD.** Every new textbook is packaged with a complimentary Student CD that contains valuable resources to reinforce language concepts and to improve student learning and retention. Comprehensive PowerPoint slides review important chapter concepts. Advanced grammar/mechanics worksheets help students review grammar, punctuation, capitalization, number style, spelling, and word use. All of the Documents for Revision are provided as Word documents so that students do not have to rekey them before revising and correcting them.
- **Premier Web Site for Students.** Because of the heavy demand, identical versions of the Guffey student Web site are available. For *Essentials of Business Communication*, the primary Web site is located at <http://www.westwords.com/guffey/students.html>. A mirror 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. 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, online newspapers and magazines from around the world, and many other online resources of significance to business communication students. There are more than 2,000 student-oriented pages. No other Web site sponsored by an author matches this breadth of materials and speed of service!
- **Free InfoTrac® College Edition.** Students receive an entire library for the price of one textbook. With InfoTrac College Edition, they are given complete, 24-hour-a-day access to over 10 million full-text articles from over 4,000 journals, popular periodicals, and newspapers such as *Newsweek*, *Time*, and *USA Today*. The database is updated daily with full-length, substantive articles representing over 20 years of content. Because InfoTrac is accessible from any computer with Internet access, it is perfect for all students, from dorm-dwellers to commuters and distance learners. *Essentials of Business Communication*, 6e, includes InfoTrac activities that help students learn how to use this vast resource.



Connecting with the Real World—

CRITICAL TOPICS AND LEARNING TOOLS

Although the Sixth 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. 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.

FIGURE 2.1 The Writing Process



- **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 Informal and Formal Reports.** Two chapters develop functional report-writing skills. Chapter 9 provides detailed instruction in the preparation of six types of informal reports, while Chapter 10 covers proposals and formal reports. For quick comprehension, all reports contain marginal notes that pinpoint writing strategies.

"After checking several texts for Business Communication, I chose *Essentials of Business Communication* not only because it was so thorough in explaining communication, but also because it contained the grammar sections that help my students in their writing exercises."

Joan Moore
Community College of Denver

"*Essentials of Business Communication* is the most comprehensive, yet easy-to-understand, book I've ever used in our business communication course. The organization of the material — from the introduction of the grammar and mechanics material through the writing stages — with the help of practical transparencies and examples, facilitates a realistic approach to the teaching/learning process. It's great!"

Lois Wootton
Tidewater Community College

- **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, included within the text, 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.

