

Mary Ellen Guffey

Business ENGLISH

seventh edition





Business English

Seventh Edition

Mary Ellen Guffey

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Bonus Learning Resources for You

Web Activities and Resources

Business English, 7e is supported by the most comprehensive site for business communication students on the Web. The rich array of text-specific Web activities and exercises, all written by the author and available at no cost to you, will help you develop language skills and gain computer expertise.

Learning Web Ways is a set of textbook exercises that teaches you how to navigate the Internet with confidence. You learn about browsers, URLs, links, cookies, and many other Web functions, facts, and tips. See page 14 for an example.

Web Interactive Chapter Reviews enable you to reinforce your learning and retention of chapter concepts. Go to the Guffey Student Web Site <<http://www.westwords.com/guffey/students.html>>. At the opening page, click on "Book Support." Then click on the picture showing the cover of *Business English*, 7e. Click on "Chapter Review" and select the proper chapter. When you successfully complete a chapter review, you can print a report to submit to your instructor.

Web Editor's Challenge Exercise features a group of business documents to be edited. Go to the Guffey Student Web Site, and click on "Editor's Challenge" for the chapter. Using MS Word, you can download the document to your computer, revise it, and print a copy.

Web PowerPoint Chapter Review Slides provide a colorful, quick summary of chapter concepts. "Try Your Skill" exercises offer short interactive quizzes with immediate feedback.

Web Crossword Puzzles are challenging and entertaining games that help you learn chapter concepts and vocabulary.

WebCheck Reinforcement Exercises provide matching, fill-in, multiple-choice, and sentence revision activities for each chapter. Progressing from simple to complex, these exercises provide abundant feedback so that you understand why an answer is correct or incorrect.

Self-Help Exercises

Most Business English students want as many try-out exercises as they can get their hands on.

Business English, 7e, provides 65 pages of extra worksheets at the end of the book. All answers are immediately available for these exercises.

Electronic Study Guide

Accompanying every student textbook is a CD-ROM with review questions for each chapter. This electronic study guide is an excellent learning tool because it provides you with immediate feedback on right and wrong answers. Use it when you finish a chapter, and come back to it again when you are reviewing for a test.

Web Tutor

To facilitate online instruction, South-Western offers Web Tutor, a Web-based study aid that extends a student's learning outside the traditional classroom. To learn more about Web Tutor for *Business English*, 7e, visit <<http://webtutor.thomsonlearning.com>>.

Business English

Preface for Students

Dear Student:



Dr. Mary Ellen Guffey

For over two decades *Business English* has helped hundreds of thousands of students improve their language skills. It was written to assist you in reviewing English grammar, punctuation, style, and usage. By improving your control of these language principles, you'll feel more confident about yourself. You'll also have a strong foundation for becoming an effective business communicator. In addition, this book will help you improve your awareness of and ability to use digital tools in this Internet age.

How to Use This Book

You can get the most out of this book by following this three-step plan:

1. **Before you read a chapter**, set aside a quiet time and place where you can study without interruption. First, examine the chapter objectives to preview what will be covered. Then, take the pretest to assess your knowledge. Next, check your answers (given at the bottom of the page).
2. **As you read a chapter**, use a marking pencil to highlight important concepts and examples. If you don't understand a principle or if you have a question, write your question in the margin so that you can ask about it in class. Because the chapters are fairly short, you'll probably read them quickly. Remember, this is one book that you should write in. Don't be afraid to mark it up!
3. **After reading a chapter**, review the passages you highlighted. Ask yourself whether you understand the concepts presented. Then, take the posttest and compare it with your pretest performance. Next, complete Exercise A and immediately check your answers (at the bottom of the page). If you have more than three incorrect responses (out of ten), reread the chapter before continuing with the other reinforcement exercises. Complete all the assigned exercises before going to class.

Some students try to fill in answers for the reinforcement exercises without first reading a chapter. This is like trying to program a VCR without reading the instruction manual. You'll be much more successful if you read the chapter first!

Features to Make You Successful

The following features and supplements for *Business English* will help you understand and remember the language concepts presented.

- **Three-Level Approach.** Beginning with Chapter 4, language concepts appear in levels. These levels progress from fundamental, frequently used concepts in Level I to more complex concepts in Level III. Each level has its own trial exercises as well as numerous reinforcement exercises. Dividing a chapter into three levels provides you with small, easily mastered learning segments.
- **Hotline Queries.** One of the most popular features of *Business English* has been its questions and answers from grammar hotline services across the country. These authentic questions—and the author's suggested answers to them—illustrate everyday communication problems just like the ones you will meet on the job. As you read the questions, imagine how you would answer them.
- **Pretests and Posttests.** Each chapter includes a brief pretest to preview concepts, stimulate interest, and help you recognize your strengths and weaknesses. The posttests enable you to judge your achievement and improvement.
- **Supplementary Self-Help Exercises.** Most students ask for additional try-out exercises to test their learning. *Business English* has hundreds of extra exercises at the back of the book. The answers are also provided so that you receive immediate feedback.
- **Learning Web Ways.** New to this edition are short exercises that help you improve your Internet skills. You'll learn about browsers, URLs, hot links, and many exciting tips for using the Web effectively.
- **Writer's Workshops.** At the end of each unit, special tips and exercises introduce basic writing principles. Workshop activities teach you how to write sentences, paragraphs, e-mail messages, memos, letters, and short reports.
- **Editor's Challenge.** Cumulative proofreading activities show you realistic business documents while at the same time testing your skills at applying the grammar principles you are learning.
- **Marginal Annotations.** The following icons identify helpful, interesting marginal notes giving you study advice and extra information:



Study Tip

Memory devices and learning suggestions appear as study tips. They help you understand and retain the many language principles you will be reviewing.



Career Tip

These tips suggest applications and practical career advice that relate language concepts you are learning to your needs on the job.



Spot the Blooper

To provide humorous relief from the sometimes heavy load of grammar and mechanics, these bloopers demonstrate common language errors.



Did You Know?

These inquisitive tidbits relate interesting trivia to *Business English* concepts.



Hot Link

Recommended Web sites help you learn more about the chapter.

Unparalleled Digital Study Aids to Reinforce Your Learning

In addition to a free CD-ROM Study Guide, we provide you with the most comprehensive student learning Web site on the Internet. The unmatched digital study aids that support *Business English* will help you develop language skills while at the same time strengthening your computer skills.

- **FREE CD-ROM Study Guide.** Additional reinforcement exercises for each chapter are provided on a special CE-ROM disk written just for *Business English*. This CD is free with every new book.
- **Web Interactive Chapter Reviews.** You can test your comprehension and retention of chapter concepts by taking a chapter review quiz at the Guffey Web site (see the URLs below).
- **Web Editor's Challenge.** At the Guffey Web site you will find for each chapter a business document badly in need of editing. These documents are a terrific learning tool, and no rekeying is needed. You can focus totally on proofreading and revising.
- **Web PowerPoint™ Slides.** At the Guffey site these interactive slides provide a colorful, quick summary of chapter concepts. You can spend as long as you like reviewing at your own pace.
- **Web Crossword Puzzles.** Challenging and entertaining crossword puzzles strengthen your grasp of chapter concepts and vocabulary.
- **WebCheck Reinforcement Exercises.** These matching, fill-in, multiple-choice, and sentence revision exercises progress from simple to complex and help you understand and remember the language concepts you are learning.

Premier Student Web Site

No other author provides such a comprehensive Web site to partner with a textbook. With this edition, we've added many new interactive online exercises just for *Business English* students. Because nearly all of these exercises provide instant feedback, it's like having your own personal tutor. In addition to all of the *Business English* learning tools, the Guffey Student Web site provides a constantly updated list of employment, intern, résumé, and job links. And when you need a break from studying, you can click on "Fun Time." Be sure to check us out at **<<http://www.westwords.com/guffey/students.html>>** or its mirror site **<<http://www.meguffey.com>>**.

My Personal Guarantee

When you finish reading and studying this book, I personally guarantee that your language skills will be much better than when you started. However, your mind is not a computer and can't record everything for instant recall. Like most professionals, you will occasionally need reference books to find answers. That's why you'll probably want to keep this book, along with a good dictionary and an office manual, for review and reference after you leave this class.

If you have any comments about this book or suggestions for improvement, please let me know. I wish you well in your studies!

Dr. Mary Ellen Guffey
Professor of Business

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Mirror Web Site: <http://meguffey.com>

Pretest

In the following sentences, faulty grammar, punctuation, capitalization, or number expression may appear. For each sentence underline any inappropriate form(s). Then write a corrected form in the space provided. Hint: one sentence at each level is correct. In this case, write C.

Example: The inheritance will be given to my brother and myself on our twenty-first birthdays.

me

L e v e l I

1. Mr. Cortez paid into the system for thirty years, then he retired and began to draw benefits. _____
2. A tax seminar in Boulder, Colorado in the spring sounds as if it will be worthwhile. _____
3. The announcement from our Human Resources Department surprised the secretaries as much as I. _____
4. Bill and I certainly appreciate you answering the telephone when he and I are away from the office. _____
5. A list of restaurants with dinners costing less than \$6 were given to her and her friends. _____
6. Every classified employee, as well as every management and certified employee, is eligible for sales discounts. _____
7. For you Mrs. Alison, we have a one-year subscription to your favorite magazine. _____
8. Under the circumstances, we can give you only 90 days time in which to sell the house and its contents. _____
9. We normally hire only experienced operators; but on occasion we consider well-trained individuals who lack experience. _____
10. During the fall Lisa took courses in history, spanish, and accounting. _____

Level II

11. All our customers names and addresses have been transferred to our computer database. _____
12. Either Mr. Harris or his assistant will be working at the shop on the next two Sunday's. _____
13. Of the 500 letters mailed, Mr. Turner's secretary reported that only five were returned. _____
14. If you want a three-week vacation, you must speak to the Manager immediately. _____
15. The warehouse has been moved from 5th Street to 39th Street. _____
16. Chapter 15, which is entitled "Credit Buying," is one of the best chapters in *Today's Consumer*. _____
17. Before her trip to the East last summer, my mother purchased a Kodak Camera. _____
18. We need only 20 34-cent postage stamps to finish the mailing. _____
19. Your account is now 90 days overdue, therefore, we are submitting it to an agency for collection. _____
20. I feel badly about your missing the deadline, but the application has been lying on your desk for 15 days. _____

Level III

21. The award will be made to whomever has the best record. _____
22. All letter styles must comply to those shown in the company style manual. _____
23. Iris Products is larger than any food processing plant on the West Coast. _____
24. The number of employees interested in attending the seminar are surprising. _____
25. Our school's alumni are certainly different than its currently enrolled students. _____
26. She is one of those efficient, competent managers who is able to give sincere praise for work done well. _____
27. Because she looks like her sister, Kendra is often taken to be her. _____
28. If I was him, I would call the Morris'es' attorney at once. _____
29. Three employees were given merit raises, namely, Carol Chang, Tom Nelson, and Toni Simpson. _____
30. Surely it was he who left the package on the boss's desk. _____

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unit 1 Laying a Foundation

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Skills

chapter 2
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Speech

chapter 3
Sentences:
Elements,
Patterns,
Types

chapter 1

Reference Skills

Objectives

When you have completed the materials in this chapter, you will be able to do the following:

- Describe three types of dictionaries.
- Use a dictionary confidently to determine spelling, meaning, pronunciation, syllabication, accent, word usage, and word history.
- Select a dictionary to suit your needs.
- Anticipate what information is included in dictionaries and what information is not.
- Understand the value of reference manuals.
- Use an electronic dictionary with confidence.

Each chapter begins with a brief pretest. Answer the questions in the pretest to assess your prior knowledge of the chapter content and also to give yourself a preview of what you will learn. Compare your answers with those at the bottom of the page. When you complete the chapter, take the posttest to measure your improvement.

Write *T* (true) or *F* (false) after the following statements.

1. College students need a current unabridged dictionary for daily use. _____
2. Dictionary guide words help readers pronounce words correctly. _____
3. The usage label *archaic* means that a word is very old. _____
4. All dictionaries present word definitions in the same order. _____
5. A reader should not expect to find the spelling of the plural form of *branch* in most dictionaries. _____

Business English is the study of language fundamentals. These basics include grammar, usage, punctuation, capitalization, and number style. Because businesspeople must express their ideas clearly and correctly, such language basics are critical. In today's workplace, you can expect to be doing more communicating than ever before. You will be participating in meetings, writing reports, and sending many e-mail messages. Suddenly, business English skills are becoming very important. Businesspeople who never expected to be doing much writing on the job are finding that the Internet is forcing everyone to exchange written messages. As a result, businesspeople are increasingly aware of their communication skills. Misspelled words, incorrect grammar, sloppy punctuation—all these faults stand out glaringly when printed. Not only are people writing more, but their messages are traveling farther and being seen by larger audiences than ever before.

Because of the growing emphasis on exchanging information, business English is increasingly relevant. As a businessperson, you will want to feel confident about your writing skills. This textbook and this course can help you sharpen your skills and greatly increase the confidence you have in expressing your ideas. Improving your communication skills is the first step toward success in your education, your career, and your life.

When Jennifer S. enrolled in business English, she did not plan to become an expert in the subject. When she finished the course, she didn't think of herself as an expert, although she had done well enough in the class. But when she started to work, she discovered that many of her fellow workers considered her an English expert. Most of them had no training in grammar or they had studied it long ago, and their skills were rusty. Jennifer found that even her boss asked her questions such as "What are they doing now about letter salutations?" or "Where do you think we should put that apostrophe?" Everyone seemed to think that because she had just finished school, she would know all the answers. Jennifer didn't know all the answers. But she knew where to find them.

One of the goals of your education is to know where to find answers, as well as how to interpret the information you find. Experts do not know *all* the answers. Attorneys refer to casebooks. Doctors consult their medical libraries. And you, as a student of the language, must develop skill and confidence in using reference materials. You will become a business English expert not only by learning from this textbook but also by learning where to find additional data when you need it.

Using references should become second nature to you. You'll use dictionaries and online resources to verify word spellings and meanings, punctuation style, and usage. You can find information quickly and efficiently by having your own personal library of reference materials. At the minimum a current desk or college dictionary and a good reference manual are needed. Another helpful reference book is a thesaurus, which is a collection of *synonyms* (words with similar meanings) and *antonyms* (words with opposite meanings). Many helpful resources are now available digitally, whether online or in a software program such as MS Word.

Dictionaries

Businesspeople today make use of both print dictionaries and online dictionaries. First, you'll learn about print dictionaries, including how to select one and how to use it. Then, you'll learn about using an online dictionary, such as the one that comes with your word processing software.



Career Tip

The lifetime earnings of a person with a college degree are about three times those of a person without a college degree.



Spot the Bloop

On résumés that crossed the desk of personnel expert Robert Half: "I am a rabid typist." "Here are my qualifications for you to overlook." "Hope to hear from you shortly."

Selecting a Print Dictionary

Not all dictionaries are the same, as you will doubtless notice when you shop for one. To make a wise selection, you should know how to distinguish among three kinds of print dictionaries: pocket, desk, and unabridged. You should also know when your dictionary was published (the copyright date), and you should examine its special features.

- **Pocket dictionary.** As its name suggests, a pocket dictionary is small. Generally, it contains no more than 75,000 entries, making it handy to carry to class and efficient to use. However, a pocket dictionary doesn't contain enough entries to be adequate for postsecondary or college reference homework.
- **Desk or college-level dictionary.** A desk or college-level dictionary generally contains over 170,000 entries plus extra features. For college work you should own a current desk dictionary. The following list shows some of the best-known desk dictionaries. Notice that the titles of three dictionaries contain the name *Webster*. Because names cannot be copyrighted, any publisher may use the word *Webster* on its dictionary. Definitions and usage in this textbook are based on *Merriam-Webster's Collegiate Dictionary*, Tenth Edition. Many publishers rely on this dictionary as their standard. Some readers, however, prefer *The American Heritage College Dictionary*. It provides more plural spellings, more usage labels, and more opinions about appropriate usage than other dictionaries. Any of the following dictionaries is a good choice for postsecondary and college students:

The American Heritage College Dictionary

Random House Webster's College Dictionary

Merriam-Webster's Collegiate Dictionary, Tenth Edition*

Webster's New World Dictionary

*The standard dictionary for definitions and usage in this book.



Study Tip

To *abridge* means to "shorten"; a bridge shortens the distance between points. An "unabridged" book has not been shortened.

- **Unabridged dictionary.** An unabridged dictionary is a complete dictionary. (Abridged dictionaries, such as pocket and desk dictionaries, are shortened or condensed.) Because unabridged dictionaries contain nearly all English words, they are large, heavy volumes. Schools, libraries, newspaper offices, and business offices concerned with editing or publishing use unabridged dictionaries. One of the best-known unabridged dictionaries is *Merriam-Webster's New International Dictionary*. It includes over 450,000 entries. Another famous unabridged dictionary is the *Oxford English Dictionary (OED)*. This 20-volume set shows the historical development of all English words; it is often used by professional writers, scholars of the language, and academics. CD-ROM versions are available for easy computer searching.
- **Copyright date.** If the copyright date of your current dictionary shows that it was published ten or more years ago, consider investing in a more recent edition. English is a responsive, dynamic language that admits new words and recognizes changes in meaning, spelling, and usage of familiar words. These changes are reflected in an up-to-date dictionary.
- **Features.** In selecting a dictionary, check the features it offers in addition to vocabulary definitions. Many editions contain biographical and geographical data, abbreviations, standard measurements, signs, symbols, foreign words and phrases, lists of colleges and universities, and information about the language.

Using a Print Dictionary

Whether you purchased a new one or you are using a family dictionary, take a few moments to become familiar with it so that you can use it wisely.