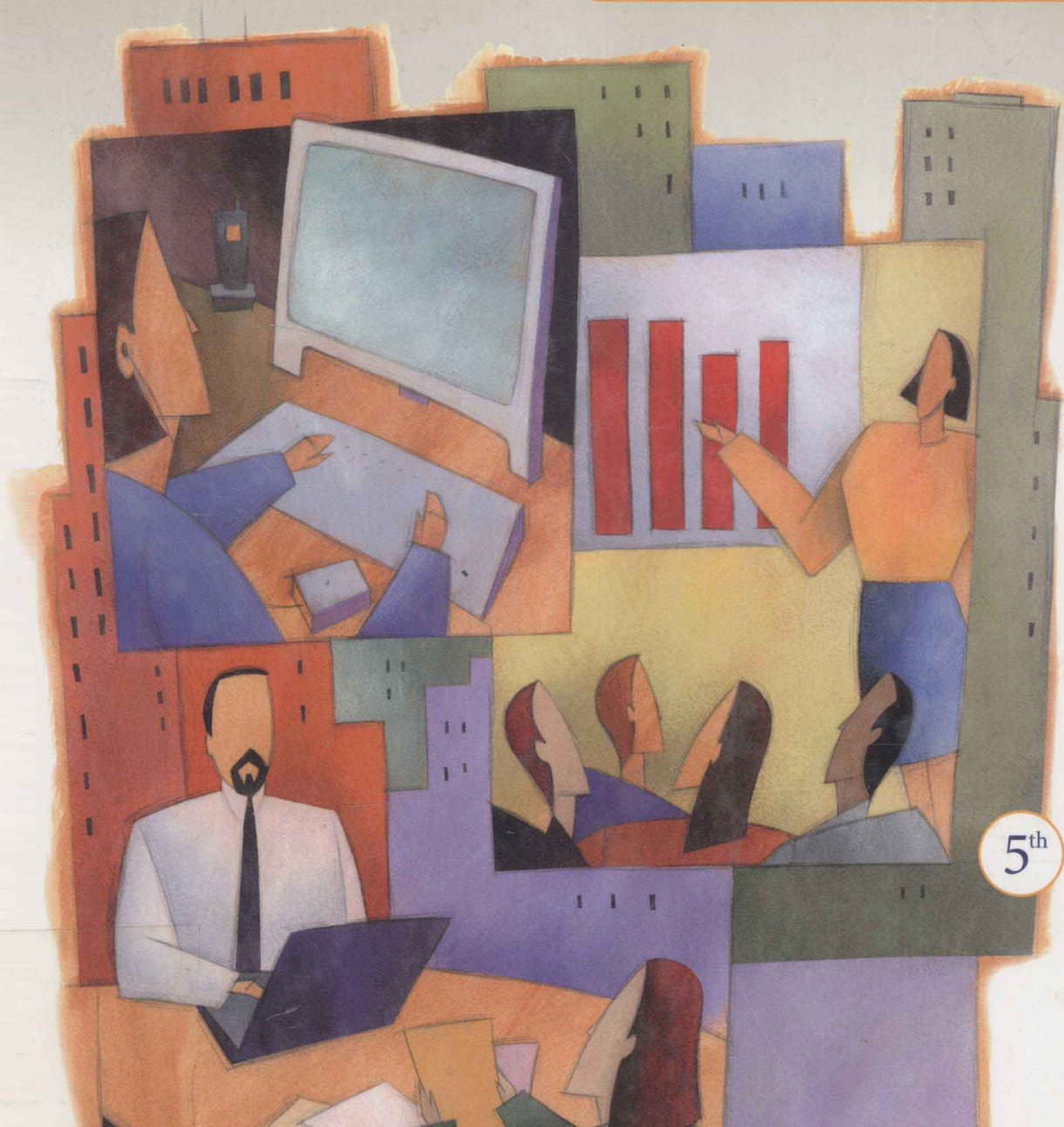


Mary Ellen Guffey

Business Communication

PROCESS & PRODUCT



5th edition

Business Communication

PROCESS & PRODUCT

Mary Ellen Guffey

Professor of Business Emerita
Los Angeles Pierce College

5th edition

THOMSON
SOUTH-WESTERN

Business Communication: Process and Product, 5e
Mary Ellen Guffey

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Dr. Mary Ellen Guffey
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Dear Business Communication Students and Instructors:

As we release the Fifth Edition of *Business Communication: Process and Product*, I am proud to bring you an updated version of the award-winning textbook that has won the loyal support of professors and the enthusiastic acceptance of students throughout the world.

Working to make the No. 1 business communication textbook an even better teaching and learning tool, I have added content and resources in several critical areas:

- **Strengthened coverage of communication technology** prepares students for the constant evolution of the digital workplace. New Tech Talk boxes and over 100 new references build student knowledge, skills, and confidence.
- **Renewed emphasis on Guffey's signature 3-x-3 writing process** provides even more instruction and illustration to guide students in applying a simple 3-step plan to solve communication problems.
- **Amplified e-mail instruction** includes new sections devoted to reading and responding to e-mail as well as coverage of increasingly common e-mail uses such as sending résumés and cover letters.
- **Expanded coverage of business plans** gives budding entrepreneurs instruction on how to write successful plans—more treatment than any other mainstream book. In addition, we provide a complete business plan teaching module for instructors.
- **Five new high-quality videos**, made specifically for the Fifth Edition, emphasize key chapter topics, reinforce lectures, and provide critical-thinking discussion questions.

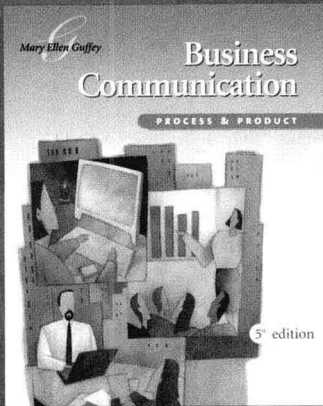
Other features in the Fifth Edition are revised end-of-chapter activities (about 70 percent are new) including a new consumer-oriented assignment in each chapter, revised test bank questions (about 75 percent are new), a revised Student Study Guide, and an exciting self-teaching grammar/mechanics digital program called "Your Personal Language Trainer." With new books students receive free access to Guffey Xtra!, an online study assistant that offers Trainer, Speak Right!, Spell Right!, bonus online chapters, documents for analysis, PowerPoint® slides, and much more.

In the preface that follows, we illustrate key features of the Fifth Edition to introduce you to the process of successful business communication and the conversion of that process into powerful products. As always, I welcome your comments and suggestions as you use the No. 1 book in the field, *Business Communication: Process and Product*, 5e.

Cordially,

Mary Ellen Guffey

Partner. Mentor. Resource.



"Whenever I have asked questions via e-mail, I have received prompt responses with clear explanations. As an instructor, I appreciate the vast supply of 'quick find' information that I can use in my classroom. It takes forever to do that kind of research from scratch, time I do not have."

—Judy Dorn

Fox Valley Technical College,
Appleton, Wisconsin

Guffey Gives Unparalleled Author Support



Mary Ellen Guffey is committed to providing instructors with innovative teaching ideas through newsletters, Web sites, and customized teaching materials. Dedicated to her role as a partner in the classroom, Mary Ellen Guffey is shown here (at left) conferring with Diana McKowen, Indiana University, and Rolanda P. Pollard, San Jose State University, at the Association for Business Communication meeting.

Mary Ellen Guffey has earned her status as the world's leading business communication author through her determination to stay at the top of her field and her dedication to the instructors and students who use her textbooks.

Dr. Guffey keeps up-to-date on all issues and innovations in business communication through her intensive research and her active participation at workshops, seminars, and conferences across the country and around the world.

With more than thirty years of classroom experience, Dr. Guffey has developed unique teaching techniques that she generously shares through her newsletters, Web sites, teleconferences, and customized teaching materials. She serves as both partner and mentor to hundreds of business communication instructors who rely on her texts.

Award-Winning. Highly Respected. Used Worldwide.

Simply the Best Business Communication Text

Recognized by the Text and Academic Author's Association as the top book in its field, *Business Communication: Process and Product* remains the No. 1 text on the market, used by more students in the United States and around the world than any other.

Hallmarked by completely up-to-date content and a time-tested, interactive learning system, this text effectively covers all the basic goals recommended by the Association of Collegiate Business Schools and Programs and the American Assembly of Collegiate Schools of Business, including coverage of intercultural communication, diversity, ethics, and evolving communication technologies.

"When I began using Guffey's Business Communication: Process and Product, the energy level of class discussion was noticeably higher. After 20 years of teaching and consulting experience, I could almost teach without a textbook, but who would want to when one as comprehensive and smart as Guffey's is available? It energizes students with its juicy insider info and rapid-fire style, virtually doing all of my work for me."

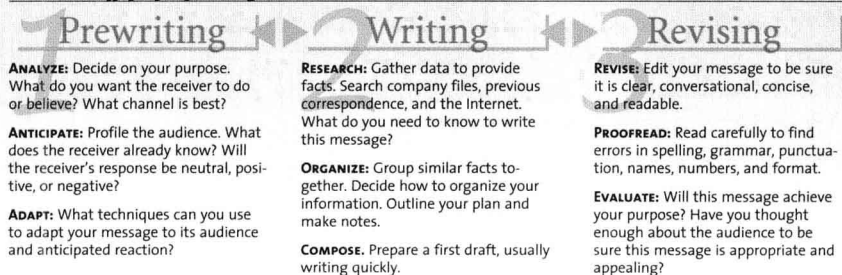
—Eve Dobkins Ash

Oklahoma State University, Tulsa

Practical. Visual. Effective.

The 3-x-3 Writing Process

FIGURE 5.1 Guffey's 3-x-3 Writing Process



Mary Ellen Guffey's signature 3-x-3 writing process demystifies writing by giving students a solid, universally applicable strategy for developing effective communication.

"I appreciate your comprehensive learning and support system. Great to see so many best practices employed systematically!"

—Dan Doherty

Camosun College, Victoria,
British Columbia, Canada

Expanded. Updated. Enhanced

The Features You Value, the Content You Need

Responding to changes in the workplace, Dr. Guffey has expanded and updated coverage in four key areas.

"BC:PP's currency in dealing with business communication issues is just one of the book's many fine features. Its completeness is perhaps its greatest asset as a teaching tool: I don't have to hunt for collateral or supplemental materials because everything I need appears between the covers of your book."

—Richard Dean Hovey
Pima Community College,
Tucson, Arizona

1 Communication Technology

Business Communication: Process and Product, 5e prepares the business communicator for electronic communication challenges by providing cutting edge communication technology coverage.

- **E-mail coverage** has been expanded. Chapter 8 applies the 3-x-3 writing process to e-mails and memos, and includes sections on reading, replying to, and managing e-mail efficiently and appropriately.
- **Collaboration technology** discussion includes timely coverage of conferencing (audio, video, desktop, media) as well as Internet relay chat, webcasting, and other meeting tools.
- **Instant messaging, wireless networking, and mobile communication**, vital new communication tools, are integrated throughout the text.
- **Employment communication**, covered in Chapter 16, now offers the latest techniques, model documents, and advice for successful job searching, résumé writing, and interviewing in a digital age.

2 E-mail, Web, and InfoTrac

E-mail, Web, and InfoTrac assignments help students learn to use technology effectively to communicate.

3 Listening and Speaking Skills

In business communication it's not just what you say but how you say it that counts. New and expanded sections on oral presentations teach students to become careful listeners and dynamic speakers.

- Chapter 3 features a new section on strategies and tips for listening to colleagues and teammates.
- New end-of-chapter activities develop both speaking and listening skills.
- Chapter 15 expands coverage of multimedia presentation techniques.

4 Business Plans

The Fifth Edition of *Business Communication: Process and Product* includes more coverage of business plans than any other mainstream business communication book.

position. If some jobs are found to be overly demanding, then those that are not will be taken on by additional employees. Based on your own work or personal experience, write a well-organized paragraph describing your duties, the time you spend on each task, and the skills needed for each one. Be thorough. Details to include in your report of your job. Use actual names and describe actual tasks. Report to the head of the organization. The organization could be a company, club or committee on which you serve. Don't make your message a list of complaints. Just describe what you do in an objective way. By the way, your boss has appointed you as an objective observer. Report your message and/or page.

8.30 Information E-Mail or Memo: Party Time (06) 4)

Staff members in your office were disappointed that no holiday party was given last year. They don't know what kind of party it is, but they do want some kind of celebration this year.

Your Task: You have been asked to draft a message to the office staff about the upcoming December holiday party. Include what kind of party you would like. Include information about when the party will be held, where it is, what the cost will be, what kind of food will be served, whether guests are allowed, and what theme to make necessary.

8.31 Information E-Mail or Memo: Planning for Important Milestone (06) 4)

Your company has a writing consultant to help employees improve their communication skills.

Your Task: The following message was assigned as an exercise to train your team in negotiating good and bad writing. In small groups discuss in workshops and then compare, or their believability or as a means to improve writing.

DATE: Current
TO: All employees
FROM: Margaret Yell, Coordinator, Employee Resources
SUBJECT: An important milestone in your life.

We know that retirement is an important milestone in anyone's life, and we are aware that many employees do not have sufficient information that relates to the process of retirement. Many employees who are approaching retirement age have come to the office asking for help. After health, financial needs, family responsibilities, and so on, many employees are not sure what to do when they retire. It would be much easier for us to answer all these questions at once, and that is what we will try to do.

We would like to answer your questions at a series of retirement planning sessions in the company cafeteria. The first meeting is November 17. We will start at 8 a.m., which means that the company is giving you one hour of relevant time to attend this important session. We will meet here at 8 a.m. on November 17, 24, and 30. We will meet again at 2 p.m. on November 24, and 30, and December 7.

We have arranged for three speakers. They are our company benefits representative, a financial planner, and a practical expert who treats retirees who have mental problems. The three sessions are planned for November 17, November 24, and December 7.

8.32 Procedure E-Mail or Memo: Rules for Wireless Phone Use in Sales Reps' Cars (06) 4)

As one of the managers of Labors, a hair care and skin products company, you are alerted as a manager to write a policy for your company. A representative for South Korea was making cold calls to his personal phone while driving. He said he had killed a motorcycle. The brokerage firm was not and as a result of contributing to an accident by encouraging employees to use cell phones while driving. To avoid the risk of getting large damages caused by an uninsured car, the brokerage firm offered the victim's family a \$100,000 settlement.

You begin to write, knowing that your company has provided 17 sales representatives with wireless phones to help them keep in touch with the home base while they are in the field. At the next management meeting, when employees agreed that you should draft a message directing some wireless phone safety rules for your sales reps. On the Web you learned that anyone with a wireless phone should get to know its features, including speed dial, automatic memory, and redial. Another suggestion involved using a hands-free device. Management members decided to purchase these for every sales rep and have the device installed within one month. In positioning the wireless phone in a car, it should be within easy reach. It should be where you can grab it without removing your eyes from the road. If you get in an accident or in an emergency time, your car will should be allowed to pick up the call. You should never talk, or answer, during hazardous driving conditions, such as rain, dirt, snow, and so on.

Taking notes or looking up phone numbers is dangerous when driving. You want to write sales reps not to get into dangerous situations by making (such as an address book) or writing (such as taking notes) while driving. The more you think about it, the more you think that sales reps should not use their wireless phones while the car is moving. They really should pull over. But you know that would be hard to enforce.

Each chapter resources are available on the Web site.

Current Cases and Activities for Every Chapter

Dr. Guffey's commitment to excellence extends to the end-of-chapter materials.

- ▶ Over 70 percent of the activities and cases are new or revised with high quality, fully formatted solutions.
- ▶ New consumer education cases expand student knowledge, build practical consumer skills, and sharpen language skills.
- ▶ Real-world end-of-chapter activities involve actual communication issues and strategies at companies such as Krispy Kreme, Target, Gap Inc., and McDonald's.

Updated Content and Favorite Features

The information students need and the teaching tools instructors rely on are updated and retained in the Fifth Edition.

- ▶ **Small Groups and Teams** – The dynamics of team communication are explored through tips, techniques, and strategies that prepare students for effective collaboration, including identifying team and group roles, dealing with dysfunctional members, and managing meetings.
- ▶ **Cross-Cultural Workforce Diversity** – Dr. Guffey offers practical skills for achieving successful communication in the global environment and promoting intercultural sensitivity, awareness, tolerance, and accommodation in the workplace.
- ▶ **WebThink Activities** – Extending the text into the World Wide Web, each chapter provides references to relevant Web sites and WebThink activities on the Guffey student Web site, along with critical-thinking questions to direct the students' learning.

"Every week when I am teaching a night class until 11 p.m., I am so glad to have the various exercises and case studies you provide. Could not survive without you!"

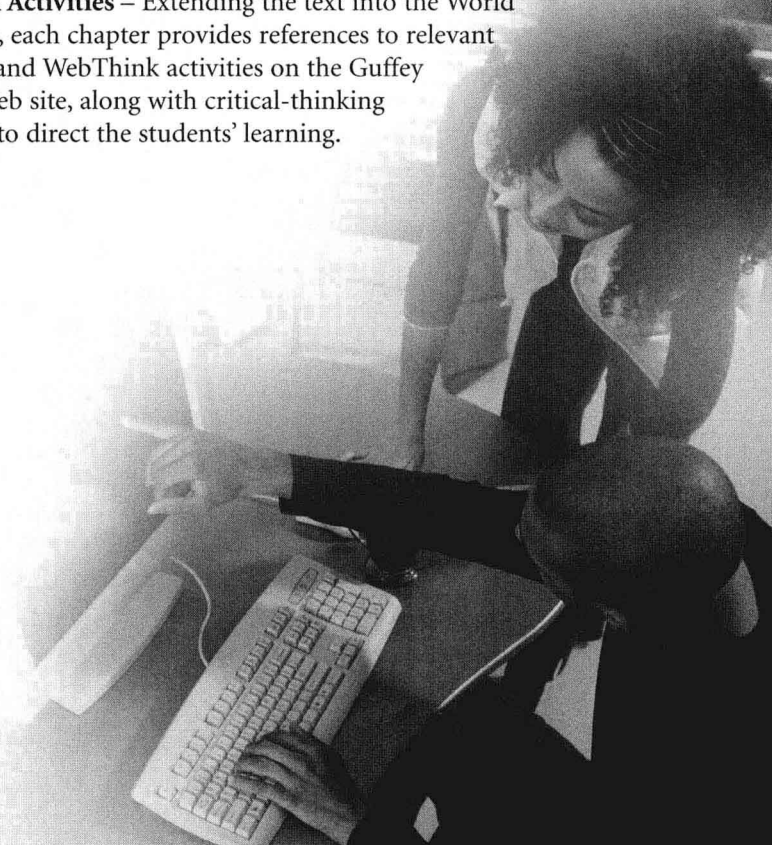
—Mike Gamble

*New York Institute of
Technology, Manhattan*

"At our initial meetings with new instructors, we recommend they use Guffey because it makes teaching the course easy. She provides everything and anything you might need. Very comprehensive."

—Professor Linda Landis

University of Illinois, Chicago

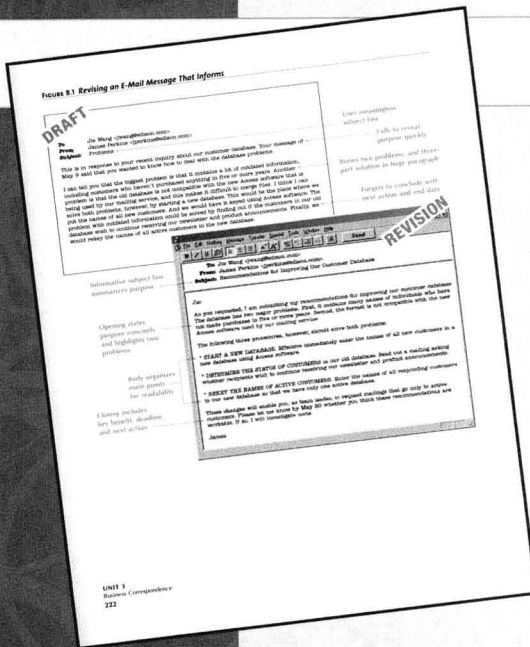


Real. Useful. Proven.

Features that Promote Learning and Comprehension

Model Documents

Fully formatted model documents—letters, e-mail messages, memos, and reports—demonstrate communication concepts in action. “Before and after” messages help students visualize the writing process and revision techniques.



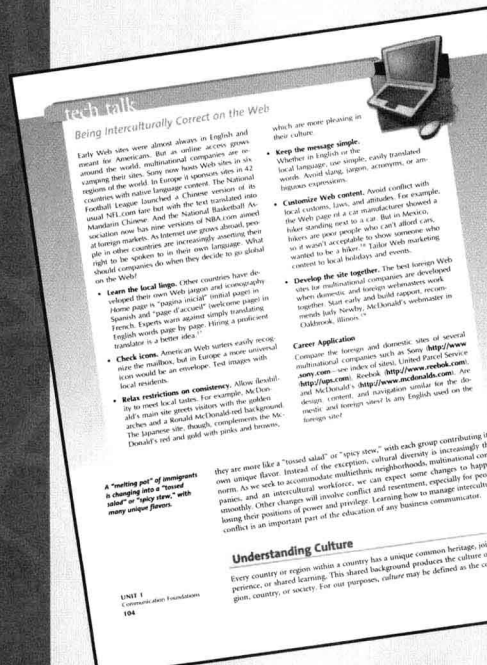
“The diversity of teaching and student supplements appears to be the most detailed I’ve seen with any business communication textbook. The Career Coach, Ethical Insight, and Tech Talk boxes in each chapter are unique as a way to superimpose themes throughout the text.”

—Professor Ron Weidenfeller

Grand Rapids Community College, Grand Rapids, Michigan

Three-Part Real Case Studies

Students learn best from real-world examples—and the unique, three-part case studies from high-profile companies such as Disney, Procter & Gamble, and Amazon.com that run through each chapter reinforce that learning.



TechTalk

Tech Talk boxes throughout the text provide important information bites on the technology tools and issues common in today’s workplace.

Ethics in the Workplace

To stress the importance of ethical considerations in all communication settings, Dr. Guffey introduces ethical challenges and the tools for doing the right thing in Chapter 1 and then integrates these tools throughout the text to present ethical conduct in context.

career coach

Listening to Nonnative Speakers in the Workplace

Many workplaces today involve interaction between native and nonnative English speakers. In foreign markets, the chances are good that you will at times be listening to speakers for whom English is a second language. Although many speakers have studied English and comprehend it, they may have difficulty speaking it. Why? Vocabulary and grammar are products of culture. Learning the collection and sentence patterns of English is difficult when they conflict with the speaker's native language. And most "errors" in grammar occur in meaningful patterns based on their home languages. However, nonnative speakers are intimidated by the fluency of native speakers. Therefore, they don't try to become fluent. They worry about using incorrect words and phrases. They may be trying to translate thoughts from their own language word for word into the foreign language. Others, they spend too long thinking about how to express a thought that the conversation moves on. And many worry about being judged negatively and being fired. What can you do to become better listeners when nonnative speakers?

- **Avoid negative judgment of accented speech.** Many nonnative speakers of English speak in a unique, insightful, and complex way that is not like the speaker's own native language. But don't assume that a nonnative speaker speaking with a foreign accent is unintelligent. Instead, imagine how difficult it would be for you to learn that person's language.
- **Be patient.** Americans are notoriously poor listeners. Stop to restructure the need to hurry a conversation along. Give nonnative speakers time to express their thoughts.

☒ **Listen between the lines.** Observe nonverbal cues and interpret the feelings of the speaker. What is really being said?
☒ **Distinguish between facts and opinions.** Know the difference between factual statements and opinions stated as assertions.
☒ **Capitalize on the time.** Use spare moments to organize, review, anticipate, challenge, and weigh the evidence.
☒ **Use memory devices.** If the information is important, develop acronyms, links, or rhymes to help you remember.
☒ **Take active notes.** If you are hearing instructions or important data, record the major points. Then, review your notes immediately or verify them with the speaker.

CHAPTER 3
Workplace Listening
and Nonverbal Communication

83

Applied Career Skills

Career Coach boxes offer practical advice and information on translating communication skills to future careers.

Spotlight on Communicators boxes highlight successful communication strategies of well-known professionals and other business leaders—such as Colin Powell, Meg Whitman, and Oprah Winfrey.

ethical insights

Making Ethical Charts and Graphics

Business communication must present graphical data in the same ethical, honest manner required for all other messages. Remember that the information shown in your charts and graphics will be used to inform others or help them make decisions. If this information is not represented accurately, the reader will be inaccurately informed, any decisions based on interpreting such information may have serious and long-lasting consequences.

Chart data can be distorted in many ways. Figure 1 shows advertising expenses displayed on an appropriate scale. Figure 2 shows the same information but on a horizontal scale, from 2001 to 2006, has been lengthened. Notice that the data have not changed, but the increases and decreases are stretched out, and changes in expenses appear to be slight. In Figure 3, the vertical scale is taller and the horizontal scale is shortened, resulting in what appears to be sharp increases and decreases in expenses. In order to avoid misrepresenting data, keep the following pointers in mind when designing your graphics:

- Use an appropriate type of chart or graphic for the message you wish to convey.
- Design the chart so that it focuses on the appropriate information.
- Include all relevant or important data; don't arbitrarily leave out unnecessary information.
- Don't hide critical information by including too much data in one graphic.
- Use appropriate scales with equal intervals for the data you present.

Career Application

Include one or two graphics in a newspaper, magazine article, or annual report. Analyze the strengths and weaknesses of each graphic. Is the information presented as clearly? Select a bar or line chart. Sketch the same chart but change the vertical or horizontal scales on the graphs. How does the message of the chart change?

CHAPTER 12
Preparing to Write Business Reports

413

spotlight on communicators

Crucial Conversation

Crucial conversations are those in which the stakes are high, the opinions are strong, and the emotions are intense. They are the moments when the outcome of the conversation can make a difference in your life or the lives of others. In these moments, it's important to stay calm, listen actively, and communicate clearly. This box highlights strategies for handling crucial conversations effectively.

You listen better when you can tell the difference between fact and opinion.

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☒ **Take active notes.** If you are hearing instructions or important data, record the major points. Then, review your notes immediately or verify them with the speaker.

CHAPTER 3
Workplace Listening
and Nonverbal Communication

83

C.L.U.E.

Competent Language Usage Essentials, a condensed business writer's handbook included as an appendix to the text, summarizes key grammar and language principles. Totally revised C.L.U.E. exercises at the end of each chapter encourage students to build their skills with self-teaching checkpoints. Answers to all C.L.U.E. exercises appear at the end of the book.

Powerful. Productive. Provided.

Technology for Instructors

"I have used BC:PP for many years in our Professional Writing course. The book is absolutely wonderful. It contains all the most up-to-date business case studies and examples. Students, both traditional and nontraditional, have consistently remarked that the text is a valuable reference manual. The ancillaries are super and the videos have stimulated great class discussion."

—Carol L. Woods

Nichols College, Dudley,
Massachusetts

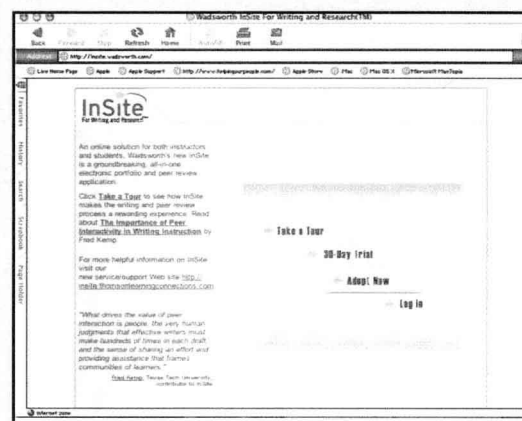
The book is just the beginning. Extend the classroom, expand learning opportunities, and experience all that education can be with online resources and technology supports that inform, educate, and entertain.



InSite—an online solution for both instructors and students

InSite is a powerful, all-in-one tool that allows instructors the opportunity to manage the flow of homework assignments online. With one integrated program, students can submit business documents and improve writing and grammar skills.

Instructors using InSite can assign, view, and grade student papers while tracking grades with a built-in course management system. InSite also allows instructors to insert editing notes on students' assigned documents. In addition, InSite tracks the total number of times certain types of corrections are made on a student's document.



<http://insite.swlearning.com>

New Videos to Support Teaching



Thomson South-Western offers a new video series called "Building Workplace Communication Skills," developed specifically for Guffey's *Business Communication: Process and Product, 5e*.

- ▶ Career Success Starts With Communication Foundations
- ▶ Guffey's 3-x-3 Writing Process Develops Fluent Workplace Skills
- ▶ Smart E-Mails and Memos Advance Your Career
- ▶ Effective On-the-Job Oral Presentations
- ▶ Sharpening Your Interview Skills

Additionally, the “Bridging the Gap” video activities complement and enrich the text. Featuring real companies and real communication issues that managers and employees face, these videos require student analysis, problem-solving skills, and application of concepts from the text. The “Bridging the Gap” videos cover these topics:

Erasing Stereotypes • Innovation, Learning and Communication • Social Responsibility and Communication • Routine Business Letters • Persuasion and Profitability • Negative News



Instructor's Resource CD-ROM

This all-on-one handy disk provides a digital version of the Instructor's Manual, plus PowerPoint® chapter review slides, ExamView® software, printed test banks, and transparency masters as Word documents.

WebTUTOR™ Advantage

Taking full advantage of the latest educational technology, Mary Ellen Guffey has developed customized content for WebTutor™ Advantage, available for both Blackboard® and WebCT®. WebTutor™ Advantage offers powerful class management, customization, and communication tools that ensure maximum support for your campus or distance-learning students. Specialized features in Dr. Guffey's WebTutor™ Advantage include:

InSite • Narrated chapter previews • E-lectures • Chapter review quizzes • Demonstration problems • Writing improvement exercises and tutorials • Flash Cards • Critical Thinking Cases • Building Workplace Communication Skills and Bridging the Gap videos

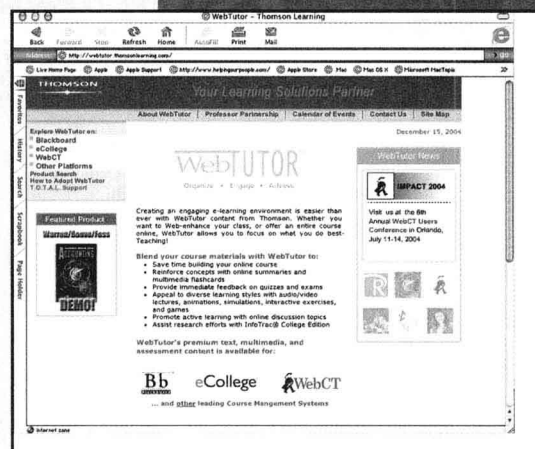
WebTUTOR™ ToolBox

Online learning is growing at a rapid pace. Whether you are planning to offer courses at a distance or offer a Web-enhanced classroom, Thomson South-Western offers you a solution with WebTutor™ ToolBox. It provides links to content at the Guffey Student Web site and rich communication tools to instructors and students including a course calendar, chat, and e-mail.

Instructor Web Site

www.westwords.com/instructor.html

Unrivaled author support! Mary Ellen Guffey develops and maintains all the materials on her Web sites. All inquiries come directly to her and are answered personally—you get a direct line to a knowledgeable, accessible, and concerned author. The Web site includes instructor comments, selected solutions, News Nuggets that summarize relevant current events and offer stimulating classroom discussion questions, a newsletter, and unique teaching materials such as comprehensive instructional modules with handouts, assignment sheets, goals, and teaching tips.



Technology for Students

Guffey Xtra!

Xtra! Passports are an **OPTIONAL FREE** bundle with **NEW** textbooks, giving students access to the Guffey Xtra! online study assistant which includes the following features:

- ▶ **Your Personal Language Trainer**, a self-teaching grammar/mechanics review, enhances English language skills and offers constructive feedback on student answers.
- ▶ **Student version PowerPoint® Slides** provide a visual explanation of the concepts presented in each chapter of the text.
- ▶ **Bonus Chapters include these topics:** Managing Communication Technology, Employment and Other Interviewing, and How to Write Instructions.
- ▶ **Speak Right!** and **Spell Right!** help students refine their speaking and spelling skills.
- ▶ **Sentence Competency Exercises** provide structured writing practice.
- ▶ **Documents for Analysis** make revision of select end-of-chapter activities simple.
- ▶ **Business Report Topics** provide nearly 100 ideas to stimulate report research.

Students who do not receive an Xtra! Passport with their textbooks should visit <http://guffeyxtra.swlearning.com>.

InfoTrac® College Edition



InfoTrac® gives students 24-hour-a-day access to full-text articles from hundreds of academic journals and popular periodicals such as *Newsweek*, *BusinessWeek*, *HR Magazine*, and *Computerworld*. Hundreds of thousands of articles are accessible from any computer with Internet access.

Student Web Site

<http://guffey.swlearning.com>

Unparalleled resources for students! The Guffey Student Web site enriches the learning experience through several interactive learning tools such as chapter review quizzes, WebThink activities, *Dr. Guffey's Guide to Business Etiquette and Workplace Manners*, Dr. Guffey's Listening Quiz, Electronic Documentation Formats for MLA and APA, and updated chapter URLs.

Business & Company Resource Center



The Business & Company Resource Center provides online access to a wide variety of global business information including competitive intelligence, career and investment opportunities, business rankings, and company histories. This comprehensive database offers ever-changing research results, providing accurate and up-to-date company and industry intelligence for thousands of companies.

"Your Web site for students is wonderful. Our night classes are four hours long, and I break up the class by using WebThink assignments that integrate and extend the chapter content with technology and critical thinking."

—Sara K. Paris

Indiana Business College,
Fort Wayne, Indiana

Supported. Innovative. Expected.

Instructor Resources

Instructor's Manual

The Instructor's Manual includes course planning tips, sample course schedules, evaluation/grading methods, content summary and technology focus for every chapter, answers to textbook questions, solutions for nearly every correspondence writing assignment, and teaching suggestions.

Instructor's Resource CD-ROM

The Instructor's Resource CD includes the PowerPoint® chapter review slides, test banks, ExamView® Testing Software, the Instructor's Manual, and transparency masters as Word documents.

Test Banks

- ▶ **The Printed Test Bank**—The Test Bank provides carefully written questions to review chapter concepts. For this edition at least 75 percent of the questions are new, and every question has been scrutinized to ensure that it is stated as positively and clearly as possible.
- ▶ **The Electronic Test Bank - ExamView®**—All items from the printed test banks are available on the Instructor Resource CD with ExamView® Testing Software. This automated testing program allows instructors to create exams by selecting provided questions, modifying existing questions, and adding questions.

PowerPoint® Presentation Slides

Important chapter concepts are professionally presented in PowerPoint. These colorful PowerPoint slides, written by the author, capture attention, create lively lectures, and improve learning and retention. A simplified version of the slides is provided to students on Guffey Xtra!

Teaching Transparency Masters and Acetates

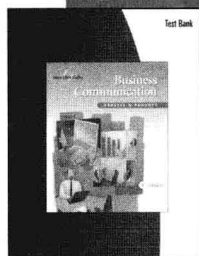
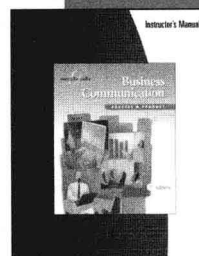
Written by the author, the transparency packet contains acetates and masters with chapter outlines, selected text figures, enrichment material, and solutions to nearly all letter- and memo-writing activities.

Video Library

"Building Workplace Communication Skills" and "Bridging the Gap" videos help emphasize key topic areas and reinforce lectures while encouraging students to apply problem-solving skills from the text.

Leading Web Site for Instructors

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"I am very impressed with the overall business communication package (BC:PP). The text itself is interesting and relevant to today's workplace needs. The supplemental materials are insightful and comprehensive! This is the first semester I have taught business communication in fourteen years. I appreciate your effort to make my job easier. You are a true 'partner in the classroom'!"

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Student Resources



Student Study Guide

Students benefit from this hands-on workbook because it provides a variety of exercises and sample test questions that review chapter concepts and key terms. The Study Guide also helps students enrich their vocabularies, master frequently misspelled words, and develop language competency with bonus C.L.U.E. (Competent Language Usage Essentials) exercises. Nearly all exercises are self-checked so that students receive immediate feedback.

Guffey Xtra!

Xtra! Passports open the door to amazing student resources including PowerPoint® chapter review slides, online bonus chapters and supplements (which no other textbook offers), Personal Language Trainer, Speak Right!, Spell Right!, Sentence Competency Exercises, and other resources.

Student Web Site

The Student Web site (<http://guffey.swlearning.com>) offers an interactive learning experience where students test their understanding of chapter topics, explore business communication issues in the real world with WebThink activities, and prepare for successful careers.

appreciation for support

Probably no other book has had as great a level of professional support in its development as *Business Communication: Process and Product*. I am exceedingly grateful to the reviewers and other experts who contributed their pedagogic and academic expertise in shaping this book.

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