

INTERNATIONAL STUDENT EDITION

Business Communication



Krizan • Merrier • Logan • Williams
Seventh Edition

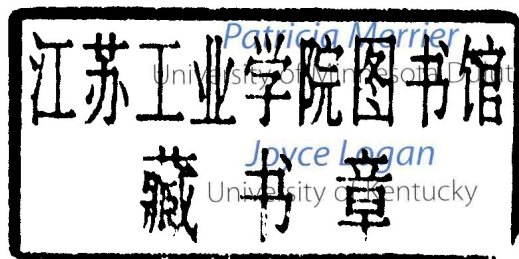
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Business Communication

Seventh Edition

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preface

Dear Friends and Colleagues:

Thank you for your interest in *Business Communication*, seventh edition. As authors, we appreciate receiving your ideas for improvement. Revisions and changes in this edition are based on suggestions made by reviewers and users of previous editions.

The text continues to stress a balanced approach to communication by including coverage of correspondence, proposals and special reports, visual aids, teamwork and collaboration, interpersonal communication, listening and nonverbal messages, presentation skills, and employment communication. Communication technology, multicultural and global communication, business ethics, and teamwork are covered in specific chapters and also integrated in content and applications throughout the text.

You will find that the seventh edition maintains a solid focus on basic fundamentals of business communication in areas such as grammar, punctuation, capitalization, reference citations, frequently misused words, and principles of writing and speaking. The Writer's Workshop at the end of each chapter reviews these basic principles in a building-block structure that reinforces basic skills and increases in difficulty as students progress through parts of the book.

As in previous editions, in-depth review and discussion questions and application exercises are included for all chapters. Each correspondence chapter also has 20 or more case problems, and the report application chapter provides data for seven reports. These end-of-chapter activities have been revised and updated to include approximately 50 percent new items!

Research supports teaching by example as a sound instructional approach, and this feature is expanded in the seventh edition. Chapters include not only *needs work* and *looks good* examples but also illustrate actual business e-mails and letters from China, France, Germany, and the Czech Republic. E-mail receives additional attention as business correspondence, and material about writing for instant messaging, blogs, and websites has been added.

New to this edition is a Virtual Assistant simulation, which is included after each part of the book. Students complete tasks related to the content they have studied and interact with prospective and current clients through technology.

By studying and applying the content in this book, students will gain a broad range of knowledge and skills to help them become effective communicators. Faculty who adopt the textbook will find a variety of helpful instructional resources to accompany the text. As always, we welcome and value your feedback.

Sincerely,

Buddy Krizan

Patricia Merrier

Joyce Logan

Karen Schneider Williams

New and Hallmark Features

The book cover illustrates the key role of technology in communicating messages around the world. Technology could be considered “the mouse that roared.” This edition increases coverage of both technology and multicultural and global communication. New topics for global communication include differences in language patterns by persons who speak English as a second language, countries placed on a continuum of high- and low-context cultures and their general preferences for communication, and examples of business e-mails and letters from four different countries. Business use of instant messaging, blogs, websites, and podcasts is covered in different parts of the book.

Hallmark features of the book continue to be that it (a) teaches communication principles by example; (b) uses practical, easy-to-understand language; (c) covers current communication technology, diversity in a global environment, legal and ethical behaviors that build trust and goodwill, and (d) provides extensive guidance for career planning and obtaining employment.

The example-based approach, readability, comprehensive coverage of up-to-date communication practices and behaviors, inclusion of seminars and basic Writer’s Workshop, along with the new Virtual Assistant case simulation, make this book appropriate for students who need to improve skills for basic writing, preparation of business documents, speaking and presentation, interpersonal communication, career-decision planning, and obtaining employment. Instructors will find the example and model document approach for teaching concepts helpful for both classroom and online instruction. At the end of chapters, numerous application exercises, case studies, and content summaries for learning objectives reinforce learning and stimulate critical thinking.

Technological, Legal, and Ethical Considerations

The book covers communication for the e-generation and technological advances that allow individuals to self-select what, when, and where messages are received and sent. Legal and ethical issues include those connected to technology use, as well as legal and ethical issues that arise in other business transactions. Ethical behavior is basic to building trust and goodwill and is not only covered in the chapter but also addressed in application exercises and cases throughout the text. New topics include discussions of wi-fi, podcasts, HotDesking/virtual offices, outsourcing, off-shoring, hoteling, and business codes of conduct.

Virtual Assistant Simulation

This new feature, which appears at the end of each part of the text, gives students tasks that apply chapter concepts in their job as a Virtual Assistant. These tasks relate to business start-up, job samples for a prospective client, plans for a website, an ethical dilemma, product research, preparation for a speaking engagement, a mail merge, writing a job description and interview questions to hire an assistant, plans for advertising, graphic development for an annual report, and conference planning.

Message Formats

The availability and widespread use of word processing software means that today's entry-level professionals will be creating their own correspondence. Knowing how to format letters, memos, and e-mail is a necessary skill, so the seventh edition begins the correspondence section with a chapter on message formats. Chapter 6 describes and illustrates parts of a letter, punctuation styles, letter formats, and envelope formatting. In addition to illustrating letter formats used in the United States, letter formats from China and Germany are shown in the native language and their English translations.

Comprehensive End-of-Chapter Activities—Approximately 50 Percent New!

End-of-chapter review/discussion questions, application exercises, and case problems give students opportunities to apply their knowledge and develop critical thinking skills. Experiences are provided to work in teams and collaborate in solving problems. In addition to applying concepts from each chapter, cases and application exercises in all chapters incorporate using technology, communicating ethically, and responding to global issues and cultural differences. Collaboration, technology, global, and ethics icons identify these integrated concepts. Students are introduced to situations in the business world and are challenged to react or respond to these issues.

Multicultural and Global Communication

Multicultural and global communication are covered in the second chapter of the book, and integrated into other chapters. Application exercises related to this content can be found at the end of chapters throughout the book. New features include illustration of countries on a high- and low-context continuum for communication preferences, examples from actual business e-mails from France, the Czech Republic, and Germany, the effects of language patterns on English as a second language, and a discussion of corporate culture.

Let's Talk Business

All chapters begin with a message from businesspeople who relate how the content in the particular chapter applies in business settings. This feature brings realism to text content and motivates student interest.

Margin Notes

Brief comments that summarize major content from text material greatly aid student comprehension, enhance their exam preparation time, and provide a review and reinforcement of chapter concepts.

Tips and Hints and Communication Notes

Tips and Hints offer advice that business professionals can use in their daily communication situations. Communication notes relay relevant information related to chapter content and business work experiences.

Needs Work/Looks Good Illustrations

This extremely useful feature offers a direct comparison of good examples and those that “Need Work.” The correspondence chapters include ethical and unethical messages and good and poor letters that make requests, approve or disapprove requests, express appreciation, respond to job interview candidates, refuse credit, agree or disagree to adjustments, apply for a job, and compose social business correspondence. These illustrations that show “do’s and don’ts” of correspondence aid students in composing successful business messages.

Easy to Read and Understand

An important hallmark feature of *Business Communication* is the well-written, concise but comprehensive and easy-to-understand material. Students at a variety of academic levels use and appreciate the book.

Message Analysis and Writer’s Workshop

End-of-chapter activities include a message relevant to chapter content that students are asked to rewrite and improve. Writer’s Workshop is a new feature that presents errors for correction in a building-block structure that reviews basic grammar and writing principles and adds new challenges as students move through each part of the text.

Seminars, Appendixes, and Reference Material

At the end of the text, seminars include complete coverage of parts of speech, sentence structure, punctuation, style, and word usage. Document formatting for APA and MLA text citations and reference lists, as well as a sample formal report are in the appendixes. Inside the book cover as a handy reference, you will find proofreading marks and state abbreviations.

Comprehensive Learning Package

Instructional Resources

Instructor’s Manual The Instructor’s Manual provides resources to increase the teaching and learning value of *Business Communication*. This useful manual includes teaching tips, activities, and guidelines for classroom discussion. Also included in the Instructor’s Manual are the solutions to end-of-chapter questions for review and discussion, application exercises, case problems, and the Virtual Assistant feature. For your convenience, we’ve also included a print version of the electronic test bank.

Instructor’s Resource CD This helpful instructor resource includes PowerPoint® slides—a great enhancement tool for stimulating classroom discussion with lectures; ExamView testing software for creating appropriate and challenging quizzes and

tests; Test Bank files in Microsoft Word format; and the Instructor's Manual files in Microsoft Word format, all on one easy-to-use CD. Use the IRCD to make printed tests or create transparencies from the PowerPoint slides!

Instructor's Support Website <http://thomsonedu.com/bcomm/krizan> The Instructor Support Website includes text resources such as downloadable files for the Instructor's Manual, PowerPoint® slides, Test Bank files, and other supplementary materials pertinent to selected chapters and application exercises in *Business Communication*. All of these useful supplements are available at your fingertips through the Instructor's Support Website.

WebTutor™ Toolbox for Business Communication, Seventh Edition This online learning aid can be imported as a course cartridge to supplement any online course component being administered in WebCT™, Blackboard®, or eCollege. This course cartridge provides you with machine-graded quizzes and review questions that help you assess how well students are grasping course content. In addition to the quizzes and review questions, PowerPoints and other study aids are available to help your students review chapter concepts. The content in this course cartridge allows your students to practice and apply their knowledge in an online environment, developed with your students in mind and is especially useful for distance education. WebTutor Toolbox access codes can be packaged with your books at no additional cost—ask your sales representative about how to have this product included with your books!

Student Resources

Text Support Site Available to any student who purchases *Business Communication Seventh Edition*, the text support site (<http://thomsonedu.com/bcomm/krizan>) offers a variety of review materials to help students increase their retention of chapter concepts and test themselves on their knowledge. From machine-graded quizzing to a student version of chapter PowerPoints, students have a wealth of resources available to them at this complimentary website!

WebTutor Toolbox Available at no additional cost when you order the package ISBN, WebTutor Toolbox contains learning objectives, chapter outlines, interactive quizzes, PowerPoint slides, and review questions for each chapter that will help students review and reinforce key concepts. Get a better grade—ask your instructor to set you up with WebTutor Toolbox!

XTRA! XTRA! is a completely online-based resource designed to help students review and reinforce concepts they have learned in class and in *Business Communication Seventh Edition*. Included in this new edition of XTRA! is a grammar workshop, chapter quizzes, a crossword puzzle for each set of key terms, Quiz Bowl (a Jeopardy-like game), and eLectures. All of these resources help students assess their own skills in chapter concepts and allows them to review in an interactive environment. XTRA! access codes can be package at no additional cost with a new book—ask your sales representative about how to have this dynamic tool included with your books!

About the Authors

Dr. A. C. “Buddy” Krizan is a professor emeritus in the College of Business and Public Affairs at Murray State University, Murray, Kentucky. Formerly, he served as assistant dean, department chair, and professor in the College of Business and Public Affairs. He began teaching business communication courses, seminars, and workshops in 1977. He has conducted research on a variety of topics including basic business communication, résumé content, visual aids, proposals, and written and oral messages. He has served in leadership positions for national, state, and local professional organizations. Buddy has made presentations at numerous professional conferences and has published in many professional journals.

Dr. Patricia Merrier is a professor in the Finance and Management Information Sciences Department at the University of Minnesota Duluth. She has over 30 years of secondary and post-secondary teaching experience; business communication has been a part of her teaching assignment for 30 years. Pat has served in a variety of leadership roles within campus, community, and professional associations. Assistant Academic Vice Chancellor, Acting Athletic Director, union president, and NCBEA president are among the posts she has held. She enjoys interdisciplinary and collaborative research and has been successful in having the results of her work presented at meetings or published in professional journals. Her current research interests include interpersonal communication and electronic communication.

Dr. Joyce Logan is an associate professor in the College of Education at the University of Kentucky. She has taught business courses at the high school and university levels and has been a member of NBEA for over 25 years. Joyce currently teaches in the principal preparation and doctoral programs for school leaders. Other experiences in education include school principal, regional coordinator of vocational education, school services director for the Kentucky Department of Education, office head for the Kentucky Tech system, and field coordinator for the American Council on Education. She has conducted research and presented in areas such as Tech Prep, adult education, and technology, as well as school leadership.

Karen Schneiter Williams has been teaching computer technology, business communication, and office administration courses for almost 20 years. Since 1999, she has been at San Diego Mesa College, where she currently serves as Computer Business Technology Department Chair. Throughout her career, Karen has been active in her profession. She has presented at state, regional, national, and international conferences as well as at many teacher training workshops. Karen currently serves as the chair of NBEA’s curriculum administrative committee, which has the task of revising and publishing the third edition of the *National Standards for Business Education, What America’s Students Should Know and Be Able to Do in Business*. In 2005 she was awarded the Outstanding Postsecondary Business Educator of the Year by the National Business Education Association.

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