

Mary Ellen Guffey



Essentials of
Business
Communication

Third Edition

ESSENTIALS OF

***BUSINESS
COMMUNICATION***

THIRD EDITION

Mary Ellen Guffey

Los Angeles Pierce College



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PREFACE

Tell me, I forget. Show me, I remember. Involve me, I understand.

—Chinese proverb

E*ssentials of Business Communication*, Third Edition, is founded on this proverb. This book involves students in the learning process so that they *understand* what's being taught. As one instructor said, "This is a hands-on book." Writing skills receive particular emphasis because these skills are in great demand and because such skills are difficult to acquire.

This textbook will be especially helpful to postsecondary, college, and adult students with outdated, inadequate, or weak language arts training. Numerous features facilitate the teaching/learning process.

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. Readers need to purchase only one volume.

FOUR-STAGE PLAN

Essentials of Business Communication, Third Edition, develops communication skills in a carefully designed four-stage plan. Stage 1 lays a foundation by presenting communication theory and by providing an optional review of basic grammar, punctuation, usage, and style. Stage 2 introduces writing techniques, including "tricks of the trade" for writers. Stage 3 teaches writing strategies and helps students apply these strategies in composing business letters and memos. Stage 4 adapts basic communication strategies and techniques to a range of communication problems.

GRAMMAR/MECHANICS EMPHASIS

Each chapter includes instructions for a systematic review of the Grammar/Mechanics Handbook, along with a short quiz. In this way students receive continual review and reinforcement of the fundamentals of correct writing. New to the Third Edition are Grammar/Mechanics Challenge exercises that provide documents to be revised and edited.

WRITING IMPROVEMENT EXERCISES AND CASES

Two unique features help readers develop writing skills. First, writing improvement exercises break down the total writing process into simple components. Second, many writing improvement cases enable students to rewrite realistic business messages, thereby helping them concentrate on applying strategies and solving writing problems rather than struggling to provide unknown details to unfamiliar, hypothetical writing cases.

LETTERS AND MEMORANDUM WRITING

Students learn to write letters and memos that request information, order goods, make claims, respond to inquiries, respond to claims, refuse requests, and refuse credit. They also learn to apply practical psychology in persuasion and sales, as well as to develop goodwill with letters of appreciation, congratulations, sympathy, and recommendation.

REPORT WRITING

Two chapters develop functional report-writing skills. Chapter 11 concentrates on informal, short reports. Chapter 12 covers formal, long reports and includes a model long report.

LISTENING AND SPEAKING SKILLS

Students learn to reduce barriers to effective listening, as well as to become more active listeners. They also study methods of organizing and delivering oral presentations; and they refine telephone, voice mail, and meeting skills.

EMPLOYMENT SKILLS

Successful résumés, letters of application, and other employment documents are among the most important topics in a good business communication course. The Third Edition includes a completely new chapter with more information on the job search and more model résumés.

DIAGNOSTIC TEST

The optional grammar/mechanics diagnostic test helps students and instructors systematically pinpoint specific student writing weaknesses. Students may be directed to the Grammar/Mechanics Handbook for remediation.

GRAMMAR/MECHANICS HANDBOOK

The comprehensive Grammar/Mechanics Handbook supplies a thorough review of English grammar, punctuation, capitalization style, and number

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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.

NEW IN THE THIRD EDITION

- *Cross-cultural and international communication.* A new section in Chapter 1 helps prepare students for expanding global markets as well as for increasingly diverse local work environments.
- *Ethics issues and tools.* New to Chapter 3 is a discussion of the goals of ethical business communicators along with a set of questions that serve as tools for doing the right thing. Students also learn to recognize and avoid five common ethical traps.
- *New employment chapter.* A completely new employment communication chapter presents up-to-date résumés reflecting today's emphasis on aggressive job search tactics. The Third Edition now provides more model résumés than any other book in the field.
- *New grammar/mechanics exercises.* To provide more challenging and realistic grammar reviews, each chapter now includes a letter, memo, or short report that reviews and tests basic language skills. Instructors have transparency keys for easy, immediate reinforcement. Additional reinforcement exercises have also been added to the Grammar/Mechanics Handbook.
- *New correction symbols keyed to Grammar/Mechanics Handbook.* This new list of correction symbols includes page and paragraph references to guide students to clarifying concepts and examples in the Grammar/Mechanics Handbook.
- *Updated letters of recommendation and credit refusals.* New guidelines teach business writers how to avoid letters of recommendation and credit refusals that might cause lawsuits.
- *Electronic mail and voice mail.* Guidelines and tips are provided for businesspeople who will be communicating electronically.
- *Improved document formatting.* Many letters, memos, and reports appear in framed boxes showing realistic margins and spacing.
- *Expanded document reference section.* Appendix A now provides a complete reference guide to document formats, with models of letter, memo, and fax styles, along with helpful formatting tips.
- *Expanded transparency coverage.* In addition to 150 transparency acetates, we now provide to adopters additional transparency masters showing the solutions to all writing improvement exercises and case problems.

INSTRUCTOR SUPPORT

One reason for the continuing success of *Essentials of Business Communication* is its comprehensive support materials, such as the following:

- *Annotated Instructor's Edition.* The Instructor's Edition includes a key so that instructors have an easy-to-read, all-in-one manual from which to teach.
- *Transparencies.* A packet of approximately 150 acetates and 30 masters provides lecture summaries, additional examples, enrichment ideas, and solutions.
- *Solutions.* Nearly every chapter case and writing improvement exercise has a prepared solution.

- *Testing materials.* New to the Third Edition are expanded test banks with 40 questions for each chapter, available in hard copy and computerized versions. Greater emphasis is placed on evaluating writing applications. Completely new printed unit tests are also available to adopters. All testing materials are located in the Instructor's Manual.
- *Software.* A diskette for IBM-compatible computers contains all writing improvement exercises and selected cases from the textbook.
- *Newsletter.* The author's twice-a-year newsletter brings news and teaching tips in addition to free teaching materials to adopters.
- *Chapter teaching plans.* The expanded *Instructor's Resource Manual and Testing Materials* details a complete lesson plan for presenting each chapter.
- *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*, Fourth Edition, and Clark and Clark's *HOW 7: Handbook for Office Workers*, Seventh Edition.

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INSTRUCTOR NETWORKING

Each year I develop and distribute new classroom teaching materials for business communication instructors. To ensure that you receive notice of these materials, please send me your name and address—and any comments about your course and this book.

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