# Fundamentals of Contemporary Business Communication (Student Achievement Series)



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Houghton Mifflin, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Note: Each chapter concludes with a Learning Objective Review, Exercises, and Resources. I. Foundations of Business Communication 1. Understanding Business Communication The Components of Communication Verbal Communication Barriers to Verbal Communication Introducing the Three Ps: Problem, Process, Product Three Ps: Using Euphemisms Appropriately 2. Contemporary Issues in Business Communication Communicating in Work Teams Communicating in a Diverse Environment Ethics and Communication Communicating Via E-Mail Checklist 1: Effective E-Mail Practices Spotlight: How Would You Respond? Three Ps: Reporting Research Results Ethically 3. Interpersonal Communication Skills Interpersonal Communications Nonverbal Communication Listening Communicating by Telephone Business Meetings Checklist 2: Business Meetings Three Ps: A Plan for a Business Meeting II. Developing Your Business Writing Skills 4. The Writing Process Audience Analysis Planning Drafting Revising Formatting Proofreading Checklist 3: The Writing Process Three Ps: A Simple Memo 5. Revising Your Writing Choosing the Right Words Writing Effective Sentences Developing Logical Paragraphs What Do We Mean by Tone? Checklist 4: Writing with Style Three Ps: Writing an Unbiased Message Portfolio Project 1: Writing an Informational Message III. Correspondence 6. Routine Letters, Memos, and E-Mail Messages Routine Requests Routine Replies Routine Claim Letters Routine Adjustment Letters Checklist 5: Routine Requests and Replies Checklist 6: Routine Claim and Adjustment Letters Spotlight: When in Rome. Three Ps: A Routine Message Portfolio Project 2: Writing a Routine Adjustment Letter 7. Persuasive Letters, Memos, and E-Mail Messages Planning the Persuasive Message Organizing a Persuasive Request Common Types of Persuasive Requests Writing a Sales Letter Checklist 7: Persuasive Requests Checklist 8: Sales Letters Spotlight: What May You Say in a Sales Letter? 8. Bad-News Letters, Memos, and E-Mail Messages Planning the Bad-News Message Rejecting an Idea Refusing a Favor Refusing a Claim Checklist 9:...



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