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Excellence in Business Communication

THIRTEENTH EDITION

John V. Thill • Courtland L. Bovée

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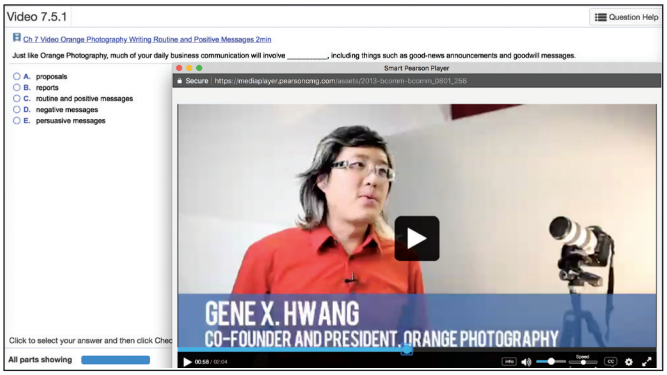
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Just like Orange Photography, much of your daily business communication will involve __________, including things such as good-news announcements and goodwill messages.

○ A. proposals
○ B. reports
○ C. routine and positive messages
○ D. negative messages
○ E. persuasive messages

Click to select your answer and then click Chec

All parts showing

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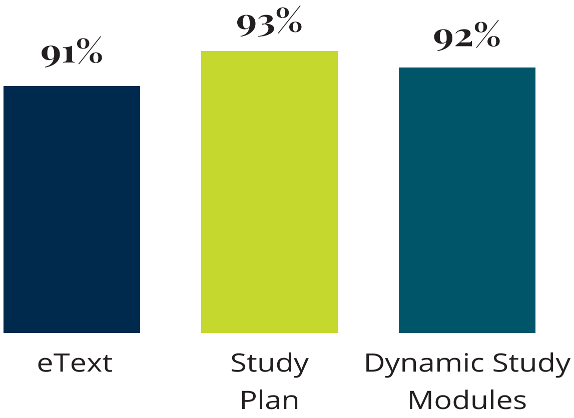
>
> — Business Communication Student, Paul Luu, San Bernardino Valley College



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Excellence in Business Communication

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- LIST OF REFERENCES—APA STYLE 614

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Preface

New to This Edition

MORE VALUABLE THAN EVER WITH NEW STUDENT-FOCUSED FEATURES

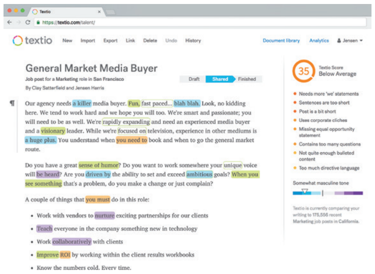
- **Build Your Career** activities help students create their employment-communication packages throughout the course, so they're ready to apply for jobs by the end of the course.
- **Apply Your Skills Now** highlight boxes help students apply their newly developing communication skills in other classes and in their personal lives.
- **Five-Minute Guides** serve as handy reminders of the steps needed to accomplish a variety of fundamental communication tasks, from resolving workplace conflict to writing business emails to planning reports and presentations.

DOUBLE THE COVERAGE OF INTERPERSONAL COMMUNICATION

Excellence in Business Communication now has two chapters devoted to these important topics: listening, nonverbal communication, conversational skills, conflict resolution, negotiation, teamwork, collaborative communication, meeting skills, and business etiquette. (To keep the text at 16 chapters and a similar page count as the previous edition, the three chapters on report writing have been streamlined to two chapters.)

THE ONLY TEXT THAT COVERS *INTELLIGENT COMMUNICATION TECHNOLOGY*

The digital transformation sweeping through business is creating a host of new communication tools and techniques that students will encounter during their job searches and in the workplace. A new four-page visual feature, "Empowering Communicators with Intelligent Communication Technology," shows 15 applications of artificial intelligence and smart technology. New highlight boxes take a close look at innovations ranging from augmented writing tools to résumé bots.



General Market Media Buyer

Job post for a Marketing role in San Francisco

By Clay Satterfield and Jensen Harris

Our agency needs a killer media buyer. Fun, fast paced… blah blah. Look, no kidding here. We tend to work hard and we hope you will too. We're smart and passionate; you will need to be as well. We're rapidly expanding and need an experienced media buyer and a visionary leader. While we're focused on television, experience in other mediums is a huge plus. You understand when you need to book and when to go the general market route.

Do you have a great sense of humor? Do you want to work somewhere your unique voice will be heard? Are you driven by the ability to set and exceed ambitious goals? When you see something that's a problem, do you make a change or just complain?

A couple of things that you must do in this role:

- Work with vendors to nurture exciting partnerships for our clients
- Teach everyone in the company something new in technology
- Work collaboratively with clients
- Improve ROI by working within the client results workbooks
- Know the numbers cold. Every time.

- Needs more 'we' statements
- Sentences are too short
- Post is a bit short
- Uses corporate cliches
- Missing equal opportunity statement
- Contains too many questions
- Not quite enough bulleted content
- Too much directive language

Somewhat masculine tone

Textio is currently comparing your writing to 175,556 recent Marketing job posts in California.

EXTENSIVE CONTENT ENHANCEMENTS

All new *On the Job* vignette/simulation pairs. These chapter-opening vignettes and end-of-chapter simulations show students how professionals apply the same skills they are reading about in the chapter. All 16 are new in this edition.

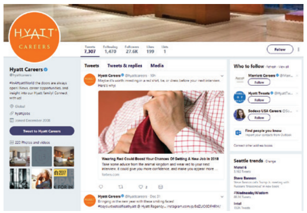
Nearly 70 new figures. The Thirteenth Edition has 71 annotated model documents, 31 examples of mobile communication in business communication, 16 examples of social media, and 15 examples of intelligent communication technology.

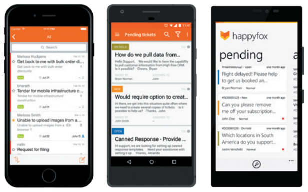
Revised annotations in model document before/after pairs. These revised notes make it easier for students to see the specific changes made to transform ineffective messages into effective ones.

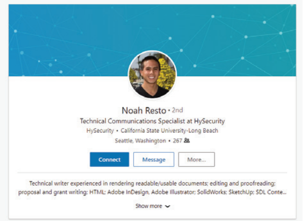
Nearly 300 new questions and student activities. Every chapter has fresh project ideas and evaluation questions.

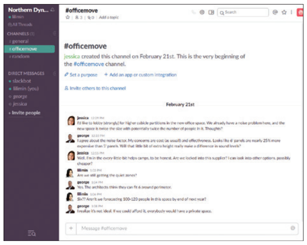
Streamlined coverage of report writing and production. To maintain the 16-chapter structure after the addition of a second chapter on interpersonal communication, the separate chapters on writing and completing reports have been merged into one chapter.

Numerous revisions and updates. Dozens of chapter sections are new, updated, or substantially revised to reflect the latest research and practices in business communication:

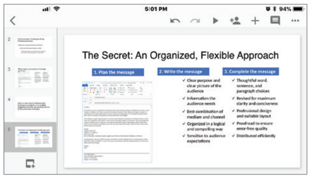

HYATT CAREERS
Hyatt Careers
Tweets
Tweets & replies
Media
Who to follow


Pending tickets
How do we pull data from...
Would require option to creat...
Canned Response - Provide ...
happyfox
pending
Unable to upload images from a...
Request for filing
Can you please remove me off your subscription...
Which locations in South America do you support...


Noah Resto • 2nd
Technical Communications Specialist at HySecurity
HySecurity • California State University-Long Beach
Seattle, Washington • 267
Connect
Message
More...
Technical writer experienced in rendering readable/usable documents; editing and proofreading; proposal and grant writing; HTML; Adobe InDesign, Adobe Illustrator; SolidWorks; SketchUp; SDL Conte...
Show more


Northern Dyn...
CHANNELS
general
officemove
random
DIRECT MESSAGES
slackbot
#officemove

jessica created this channel on February 21st. This is the very beginning of the #officemove channel.
Set a purpose
Add an app or custom integration
Invite others to this channel
February 21st



The Secret: An Organized, Flexible Approach

1. Plan the message

2. Write the message
- ✓ Clear purpose and clear picture of the audience
- ✓ Information the audience needs
- ✓ Best combination of medium and channel
- ✓ Organized in a logical and compelling way
- ✓ Sensitive to audience expectations

3. Complete the message
- ✓ Thoughtful word, sentence, and paragraph choices
- ✓ Revised for maximum clarity and conciseness
- ✓ Professional design and suitable layout
- ✓ Proofread to ensure error-free quality
- ✓ Distributed efficiently

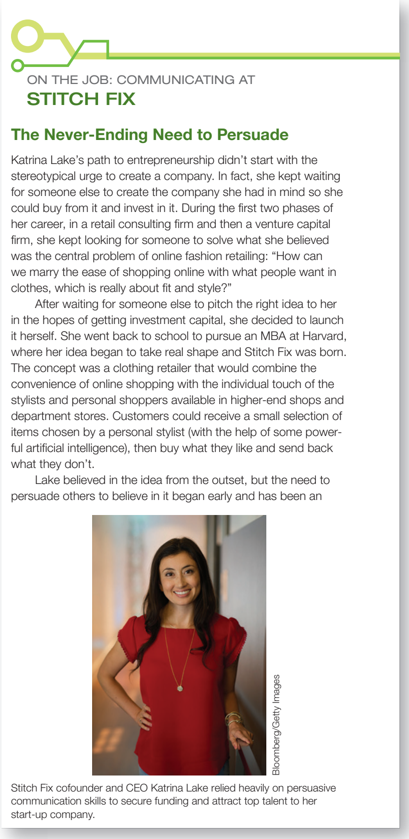
Command Centre
Klipfolio
26,472
13,911
6,524
5,093
45,322
1,765
Advertising & Promotion
$23,544
Amount Sold
$258,908
10,753
10m:8s
$15,085

Understanding What Employers Expect from You
How Audiences Receive Messages
How Audiences Decode Messages
The Social Communication Model
The Potential Benefits of Communication Technology
The Spectrum of Contemporary Communication Technology
Social and Workgroup Communication Systems
Mobile Communication
Intelligent Communication Technology
Committing to Ethical and Legal Communication
Forms of Unethical Communication
Plagiarizing
Ensuring Ethical Communication
Improving Your Listening Skills
Understanding Why Listening Is Such a Complex Process
The Unique Challenges of Listening
Choices and Behaviors That Affect Listening Quality
Minimize the Barriers to Effective Listening
Improving Your Nonverbal Communication Skills
Developing Your Conversational Skills
Initiating Business Conversations
Maintaining a Positive Conversational Flow
Gracefully Concluding a Conversation
Handling Difficult Conversations
Managing Workplace Conflict
Why Conflict Arises in the Workplace
Steps to Resolve Conflict
Developing Your Skills as a Negotiator
Understanding the Principles of Negotiation
Preparing for a Negotiation
Engaging in Negotiation
Types of Teams
Characteristics of Effective Teams
Team Roles
Stages of Team Development
Benefits and Challenges of Virtual Teamwork
Tips for Success in Virtual Team Environments
Collaboration Arrangements
Writer-Editor Relationships
Full Collaboration
Collaboration Systems
AI-Enabled Collaboration
Conducting Virtual Meetings
Business Etiquette in the Workplace
Age Differences
Gender Differences
Factors to Consider When Choosing Media and Channels
Choosing Between Direct and Indirect Approaches
Building Reader Interest with Storytelling Techniques
Using Words Correctly
The Emoji Question—Overcoming the Limitations of Lean Media
The Rise of Emojis
To Emoji or Not: Two Dilemmas
Using Emoticons and Emojis Effectively
Categories of Social Platforms
Business Communication Uses of Social Platforms
Communication Strategies for Business Social Networking
The Email Subject Line: Persuading People to Open Your Messages
Business Messaging
Categories of Business Messaging
Tips for Successful Messaging
Blogging
Business Applications of Microblogging
Tips for Effective Business Tweets
Podcasting
Asking for Recommendations
Writing Instructions
Refusing Requests for Recommendations and References
Giving Negative Performance Reviews
Terminating Employment
Using the Three-Step Writing Process for Persuasive Messages
Balancing the Three Types of Persuasive Appeals
Maintaining High Standards of Ethics, Legal Compliance, and Etiquette
Quoting, Paraphrasing, and Summarizing Information
Ensuring Successful Team Presentations
Planning a Team Presentation
Rehearsing and Delivering a Team Presentation
Addressing Areas of Concern (under Planning Your Résumé)
Keeping Your Résumé Honest
References
Building an Effective LinkedIn Profile
Writing Application Letters
Understanding the Interviewing Process
The Screening Stage
The Selection Stage
Structured Versus Unstructured Interviews
Behavioral Interview Questions
Case Interviews and Take-Home Assessments
Interviewing by Phone
Interviewing by Video
Preemployment Testing and Background Checks

Solving Teaching and Learning Challenges

Communication is the most valuable skill that graduates can bring into the workforce, but it is one of the most challenging to teach. *Excellence in Business Communication* blends the timeless fundamentals of communication with contemporary media skills and contemporary business practices. To help students succeed from their first day on the job, *Excellence in Business Communication* presents the full range of on-the-job skills that today's communicators need, from writing conventional printed reports to using the latest digital, social, mobile, and visual media.

Each chapter opens with a brief vignette that describes a challenge or opportunity faced by a business professional, emphasizing concepts and valuable skills that students will explore in the chapter.



ON THE JOB: COMMUNICATING AT
STITCH FIX

The Never-Ending Need to Persuade

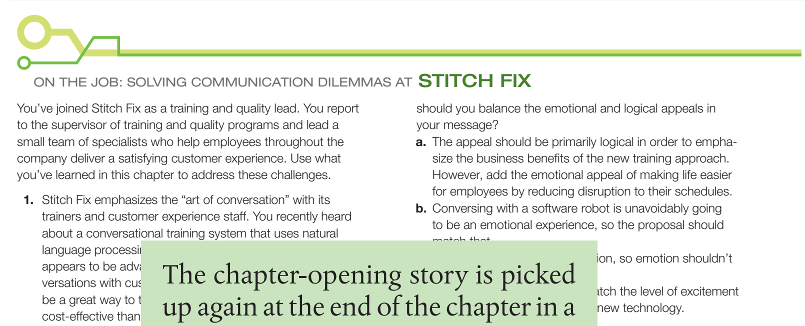
Katrina Lake's path to entrepreneurship didn't start with the stereotypical urge to create a company. In fact, she kept waiting for someone else to create the company she had in mind so she could buy from it and invest in it. During the first two phases of her career, in a retail consulting firm and then a venture capital firm, she kept looking for someone to solve what she believed was the central problem of online fashion retailing: "How can we marry the ease of shopping online with what people want in clothes, which is really about fit and style?"

After waiting for someone else to pitch the right idea to her in the hopes of getting investment capital, she decided to launch it herself. She went back to school to pursue an MBA at Harvard, where her idea began to take real shape and Stitch Fix was born. The concept was a clothing retailer that would combine the convenience of online shopping with the individual touch of the stylists and personal shoppers available in higher-end shops and department stores. Customers could receive a small selection of items chosen by a personal stylist (with the help of some powerful artificial intelligence), then buy what they like and send back what they don't.

Lake believed in the idea from the outset, but the need to persuade others to believe in it began early and has been an

Bloomberg/Getty Images

Stitch Fix cofounder and CEO Katrina Lake relied heavily on persuasive communication skills to secure funding and attract top talent to her start-up company.



ON THE JOB: SOLVING COMMUNICATION DILEMMAS AT **STITCH FIX**

You've joined Stitch Fix as a training and quality lead. You report to the supervisor of training and quality programs and lead a small team of specialists who help employees throughout the company deliver a satisfying customer experience. Use what you've learned in this chapter to address these challenges.

1. Stitch Fix emphasizes the "art of conversation" with its
trainers and customer experience staff. You recently heard
about a conversational training system that uses natural
language processi
appears to be adv
versations with cus
be a great way to t
cost-effective than
and it can be prog
versation to give a
most. There would

should you balance the emotional and logical appeals in your message?

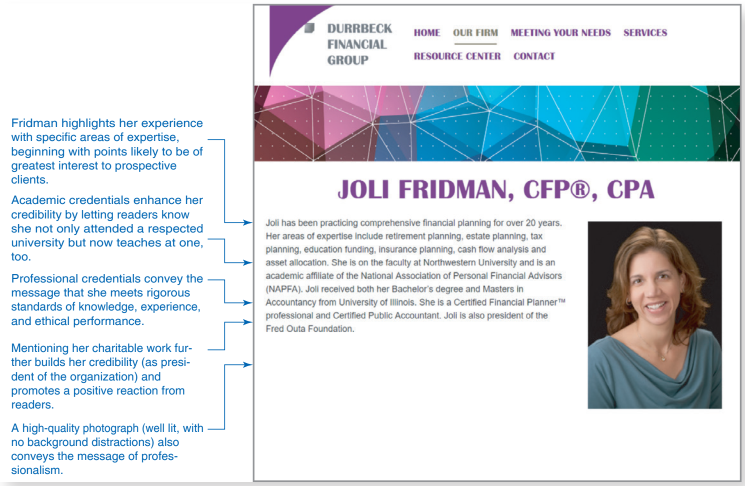
a. The appeal should be primarily logical in order to emphasize the business benefits of the new training approach. However, add the emotional appeal of making life easier for employees by reducing disruption to their schedules.

b. Conversing with a software robot is unavoidably going to be an emotional experience, so the proposal should

ion, so emotion shouldn't
tch the level of excitement
new technology.
most effective way to
Fix should give this

The chapter-opening story is picked up again at the end of the chapter in a unique simulation that has students imagine themselves in that company as they face four communication challenges that require them to use their new skills and insights.

Annotated model documents are perhaps the most important feature of a business communication text, and *Excellence in Business Communication* is packed with a balance of carefully chosen examples from real companies and original material created to illustrate specific concepts.



Fridman highlights her experience with specific areas of expertise, beginning with points likely to be of greatest interest to prospective clients.

Academic credentials enhance her credibility by letting readers know she not only attended a respected university but now teaches at one, too.

Professional credentials convey the message that she meets rigorous standards of knowledge, experience, and ethical performance.

Mentioning her charitable work further builds her credibility (as president of the organization) and promotes a positive reaction from readers.

A high-quality photograph (well lit, with no background distractions) also conveys the message of professionalism.

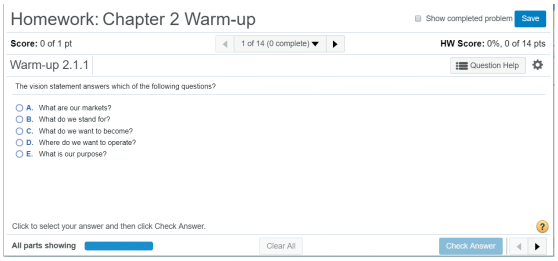
JOLI FRIDMAN, CFP®, CPA

Joli has been practicing comprehensive financial planning for over 20 years. Her areas of expertise include retirement planning, estate planning, tax planning, education funding, insurance planning, cash flow analysis and asset allocation. She is on the faculty at Northwestern University and is an academic affiliate of the National Association of Personal Financial Advisors (NAPFA). Joli received both her Bachelor's degree and Masters in Accountancy from University of Illinois. She is a Certified Financial Planner™ professional and Certified Public Accountant. Joli is also president of the Fred Outa Foundation.

To improve student results, we recommend pairing this text with **MyLab Business Communication**, which is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and will help your students learn and retain key course concepts while developing skills that future employers are seeking in their candidates.

Chapter Warm-Ups

Assessment helps you hold your students accountable for **READING** and demonstrating their knowledge of key concepts in each chapter before coming to class.



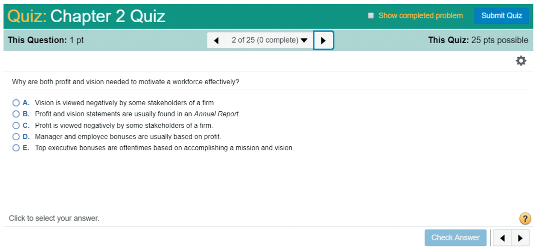
The vision statement answers which of the following questions?

○ **A.** What are our markets?
○ **B.** What do we stand for?
○ **C.** What do we want to become?
○ **D.** Where do we want to operate?
○ **E.** What is our purpose?

Click to select your answer and then click Check Answer.

Chapter Quiz

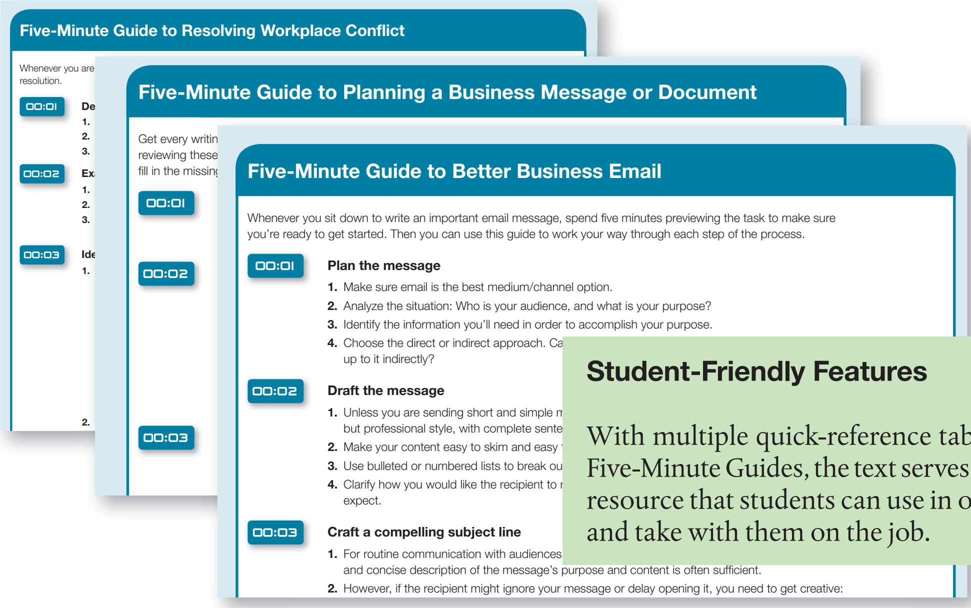
Every chapter has quizzes written by our authors so you can assess your students' understanding of chapter learning objectives.



Why are both profit and vision needed to motivate a workforce effectively?

○ **A.** Vision is viewed negatively by some stakeholders of a firm.
○ **B.** Profit and vision statements are usually found in an *Annual Report*.
○ **C.** Profit is viewed negatively by some stakeholders of a firm.
○ **D.** Manager and employee bonuses are usually based on profit.
○ **E.** Top executive bonuses are oftentimes based on accomplishing a mission and vision.

Click to select your answer.



Five-Minute Guide to Resolving Workplace Conflict

Whenever you are
resolution.

Five-Minute Guide to Planning a Business Message or Document

Get every writin
reviewing these
fill in the missin

Five-Minute Guide to Better Business Email

Whenever you sit down to write an important email message, spend five minutes previewing the task to make sure you're ready to get started. Then you can use this guide to work your way through each step of the process.

00:01 **Plan the message**

1. Make sure email is the best medium/channel option.
2. Analyze the situation: Who is your audience, and what is your purpose?
3. Identify the information you'll need in order to accomplish your purpose.
4. Choose the direct or indirect approach. Ca
up to it indirectly?

00:02 **Draft the message**

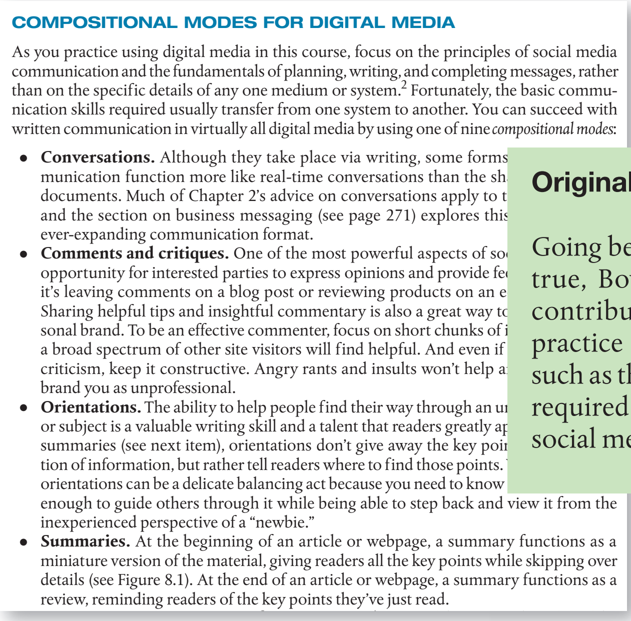
1. Unless you are sending short and simple m
but professional style, with complete sente
2. Make your content easy to skim and easy
3. Use bulleted or numbered lists to break ou
4. Clarify how you would like the recipient to r
expect.

00:03 **Craft a compelling subject line**

1. For routine communication with audiences
and concise description of the message's purpose and content is often sufficient.
2. However, if the recipient might ignore your message or delay opening it, you need to get creative:

Student-Friendly Features

With multiple quick-reference tables and new Five-Minute Guides, the text serves as a valuable resource that students can use in other courses and take with them on the job.



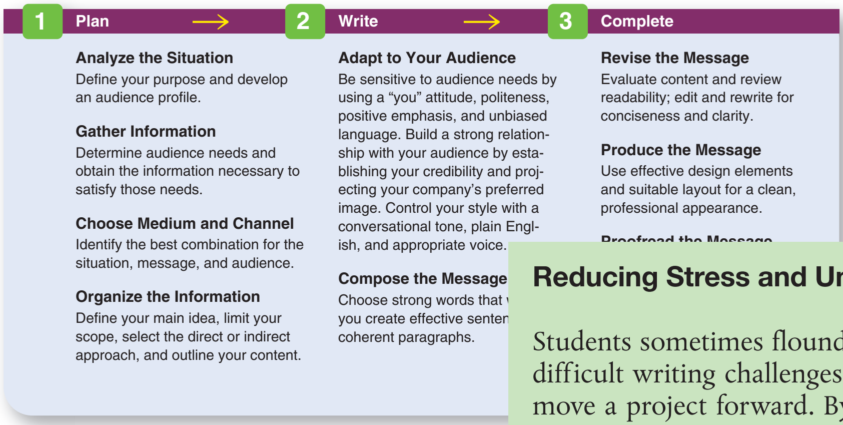
COMPOSITIONAL MODES FOR DIGITAL MEDIA

As you practice using digital media in this course, focus on the principles of social media communication and the fundamentals of planning, writing, and completing messages, rather than on the specific details of any one medium or system.[2] Fortunately, the basic communication skills required usually transfer from one system to another. You can succeed with written communication in virtually all digital media by using one of nine *compositional modes*:

- **Conversations.** Although they take place via writing, some forms
munication function more like real-time conversations than the sh
documents. Much of Chapter 2's advice on conversations apply to t
and the section on business messaging (see page 271) explores this
ever-expanding communication format.
- **Comments and critiques.** One of the most powerful aspects of so
opportunity for interested parties to express opinions and provide fe
it's leaving comments on a blog post or reviewing products on an e
Sharing helpful tips and insightful commentary is also a great way to
sonal brand. To be an effective commenter, focus on short chunks of i
a broad spectrum of other site visitors will find helpful. And even if
criticism, keep it constructive. Angry rants and insults won't help a
brand you as unprofessional.
- **Orientations.** The ability to help people find their way through an u
or subject is a valuable writing skill and a talent that readers greatly ap
summaries (see next item), orientations don't give away the key poi
tion of information, but rather tell readers where to find those points.
orientations can be a delicate balancing act because you need to know
enough to guide others through it while being able to step back and view it from the inexperienced perspective of a "newbie."
- **Summaries.** At the beginning of an article or webpage, a summary functions as a miniature version of the material, giving readers all the key points while skipping over details (see Figure 8.1). At the end of an article or webpage, a summary functions as a review, reminding readers of the key points they've just read.

Original Coverage

Going beyond covering the tried-and-true, Bovée and Thill make unique contributions to the pedagogy and practice of business communication, such as the nine compositional modes required to succeed with digital and social media.



1 Plan →

Analyze the Situation
Define your purpose and develop an audience profile.

Gather Information
Determine audience needs and obtain the information necessary to satisfy those needs.

Choose Medium and Channel
Identify the best combination for the situation, message, and audience.

Organize the Information
Define your main idea, limit your scope, select the direct or indirect approach, and outline your content.

2 Write →

Adapt to Your Audience
Be sensitive to audience needs by using a "you" attitude, politeness, positive emphasis, and unbiased language. Build a strong relationship with your audience by establishing your credibility and projecting your company's preferred image. Control your style with a conversational tone, plain English, and appropriate voice.

Compose the Message
Choose strong words that
you create effective senten
coherent paragraphs.

3 Complete

Revise the Message
Evaluate content and review readability; edit and rewrite for conciseness and clarity.

Produce the Message
Use effective design elements and suitable layout for a clean, professional appearance.

Proofread the Message

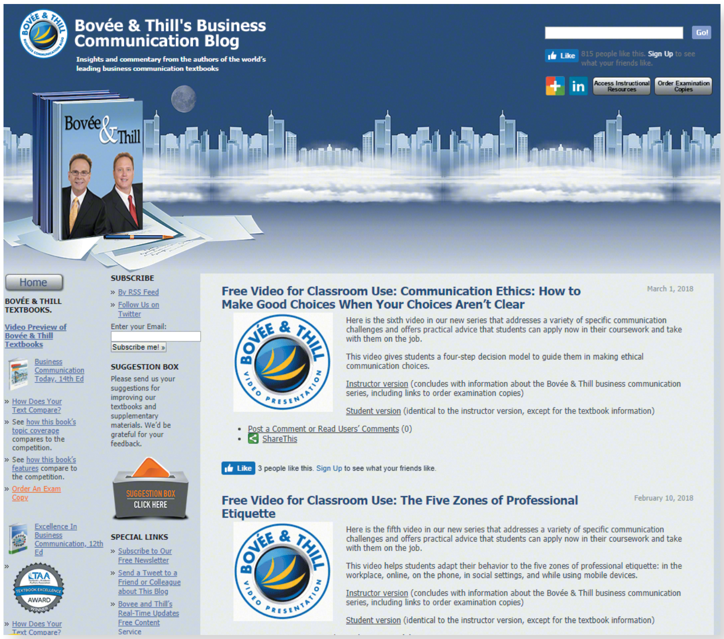
Reducing Stress and Uncertainty for Students

Students sometimes flounder when faced with unfamiliar or difficult writing challenges because they don't know how to move a project forward. By following the proven three-step process described in *Excellence in Business Communication*, they never have to feel lost or waste time figuring out what to do next.

No other textbook comes close to offering the valuable resources the authors provide students and instructors—many of which are available exclusively to Bovée and Thill adopters:

- The unique Real-Time Updates system extends the textbook with thousands of online media items that complement the text's coverage with fresh examples and valuable insights
- Sponsored instructor communities on LinkedIn and Facebook with nearly 2,000 members
- Tips and techniques in Bovée and Thill's Business Communication Blog and Twitter feed
- The Bovée & Thill channel on YouTube
- Business Communication Headline News
- Videos and PowerPoint presentations on SlideShare
- Hundreds of infographics, videos, articles, podcasts, and PowerPoints in the Business Communication Pictorial Gallery on Pinterest
- The Ultimate Guide to Resources for Teaching Business Communication
- Nine curated magazines for business communication on Scoop.it

Links to all these services and resources can be found at blog.businesscommunicationnetwork.com/resources.



Bovée & Thill's Business Communication Blog

Insights and commentary from the authors of the world's leading business communication textbooks

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BOVÉE & THILL TEXTBOOKS.

Video Preview of Bovée & Thill Textbooks

Business Communication Today, 14th Ed

» How Does Your Text Compare?
» See how this book's topic coverage compares to the competition.
» See how this book's features compare to the competition.
» Order An Exam Copy

Excellence In Business Communication, 12th Ed

» How Does Your Text Compare?

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Please send us your suggestions for improving our textbooks and supplementary materials. We'd be grateful for your feedback.

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» Send a Tweet to a Friend or Colleague about This Blog
» Bovee and Thill's Real-Time Updates Free Content Service

Free Video for Classroom Use: Communication Ethics: How to Make Good Choices When Your Choices Aren't Clear

March 1, 2018

Here is the sixth video in our new series that addresses a variety of specific communication challenges and offers practical advice that students can apply now in their coursework and take with them on the job.

This video gives students a four-step decision model to guide them in making ethical communication choices.

Instructor version (concludes with information about the Bovée & Thill business communication series, including links to order examination copies)

Student version (identical to the instructor version, except for the textbook information)

- Post a Comment or Read Users' Comments (0)
- ShareThis

Like 3 people like this. Sign Up to see what your friends like.

Free Video for Classroom Use: The Five Zones of Professional Etiquette

February 10, 2018

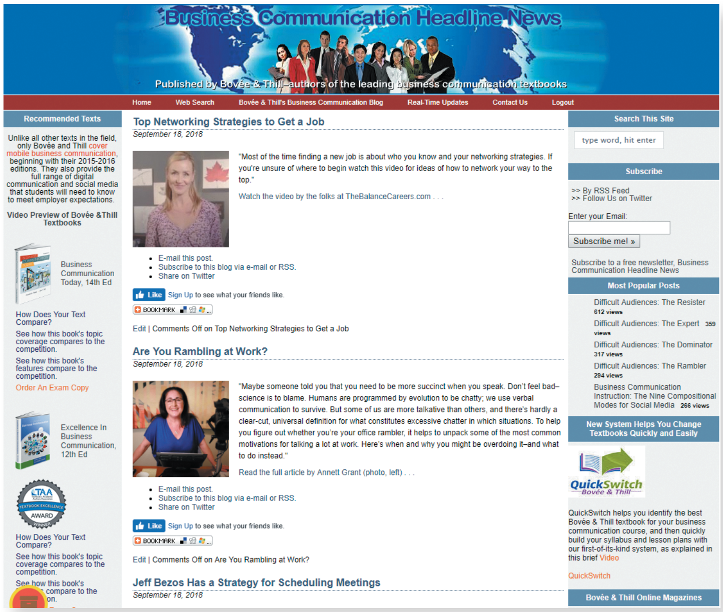
Here is the fifth video in our new series that addresses a variety of specific communication challenges and offers practical advice that students can apply now in their coursework and take with them on the job.

This video helps students adapt their behavior to the five zones of professional etiquette: in the workplace, online, on the phone, in social settings, and while using mobile devices.

Instructor version (concludes with information about the Bovée & Thill business communication series, including links to order examination copies)

Student version (identical to the instructor version, except for the textbook information)

BOVÉE & THILL VIDEO PRESENTATION



Business Communication Headline News

Published by Bovée & Thill—authors of the leading business communication textbooks

Home
Web Search
Bovée & Thill's Business Communication Blog
Real-Time Updates
Contact Us
Logout

Recommended Texts

Unlike all other texts in the field, only Bovée and Thill cover mobile business communication, beginning with their 2015-2016 editions. They also provide the full range of digital communication and social media that students will need to know to meet employer expectations.

Video Preview of Bovée &Thill Textbooks

Business Communication Today, 14th Ed

How Does Your Text Compare?
See how this book's topic coverage compares to the competition.
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Top Networking Strategies to Get a Job

September 18, 2018

"Most of the time finding a new job is about who you know and your networking strategies. If you're unsure of where to begin watch this video for ideas of how to network your way to the top."

Watch the video by the folks at TheBalanceCareers.com . . .

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Edit | Comments Off on Top Networking Strategies to Get a Job

Are You Rambling at Work?

September 18, 2018

"Maybe someone told you that you need to be more succinct when you speak. Don't feel bad–science is to blame. Humans are programmed by evolution to be chatty; we use verbal communication to survive. But some of us are more talkative than others, and there's hardly a clear-cut, universal definition for what constitutes excessive chatter in which situations. To help you figure out whether you're your office rambler, it helps to unpack some of the most common motivations for talking a lot at work. Here's when and why you might be overdoing it–and what to do instead."

Read the full article by Annett Grant (photo, left) . . .

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Edit | Comments Off on Are You Rambling at Work?

Jeff Bezos Has a Strategy for Scheduling Meetings

September 18, 2018

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Difficult Audiences: The Rambler 294 views
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New System Helps You Change Textbooks Quickly and Easily

QuickSwitch helps you identify the best Bovée & Thill textbook for your business communication course, and then quickly build your syllabus and lesson plans with our first-of-its-kind system, as explained in this brief Video

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Bovée & Thill Online Magazines

REAL-TIME UPDATES

LEARN MORE BY READING THIS ARTICLE

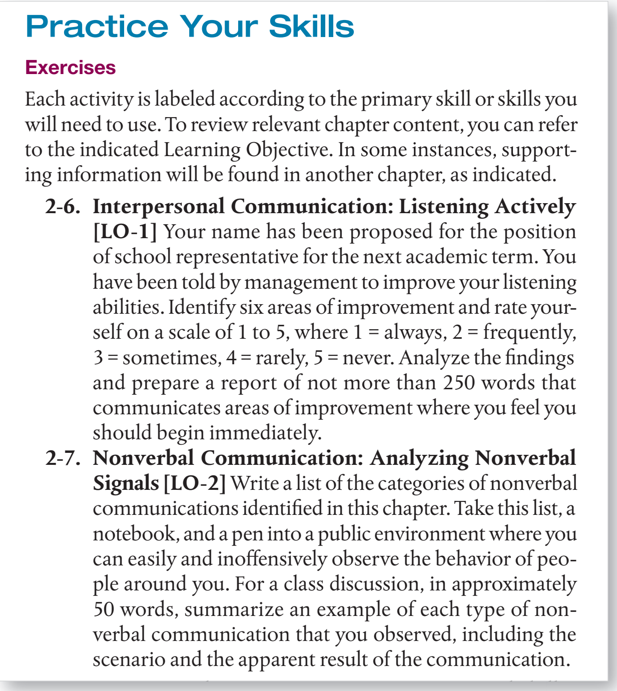
Ten communication skills that will boost your career

Employers will sit up and take notice if you master these skills. Go to **real-timeupdates.com/ebc13** and select Learn More in the Students section.

Developing Employability Skills

In addition to helping students develop a full range of communication skills, *Excellence in Business Communication* will enhance a wide range of other skills that experts say are vital for success in the 21st-century workplace:

- **Critical thinking.** In many assignments and activities, students need to define and solve problems and make decisions or form judgments.
- **Collaboration.** Team-skills assignments provide multiple opportunities to work with classmates on reports, presentations, and other projects.
- **Knowledge application and analysis.** From the basic communication process to strategies for specific message types, students will learn a variety of concepts and apply that knowledge to a wide range of challenges.
- **Business ethics and social responsibility.** Ethical choices are stressed from the beginning of the book, and multiple projects encourage students to be mindful of the ethical implications that they could encounter in similar projects on the job.
- **Information technology skills.** Projects and activities in every chapter help students build skills with technology, including document preparation tools, online communication services, presentation software, and messaging systems.
- **Data literacy.** Report projects in particular present opportunities to fine-tune data literacy skills, including the ability to access, assess, interpret, manipulate, summarize, and communicate data.



Practice Your Skills

Exercises

Each activity is labeled according to the primary skill or skills you will need to use. To review relevant chapter content, you can refer to the indicated Learning Objective. In some instances, supporting information will be found in another chapter, as indicated.

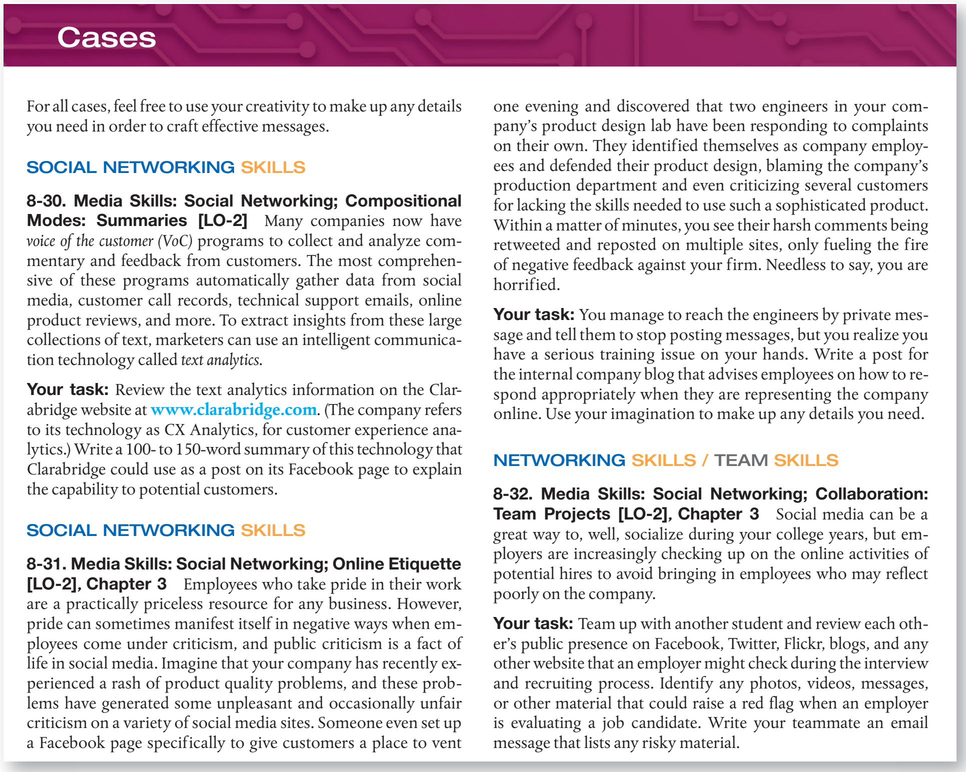
2-6. **Interpersonal Communication: Listening Actively [LO-1]** Your name has been proposed for the position of school representative for the next academic term. You have been told by management to improve your listening abilities. Identify six areas of improvement and rate yourself on a scale of 1 to 5, where 1 = always, 2 = frequently, 3 = sometimes, 4 = rarely, 5 = never. Analyze the findings and prepare a report of not more than 250 words that communicates areas of improvement where you feel you should begin immediately.

2-7. **Nonverbal Communication: Analyzing Nonverbal Signals [LO-2]** Write a list of the categories of nonverbal communications identified in this chapter. Take this list, a notebook, and a pen into a public environment where you can easily and inoffensively observe the behavior of people around you. For a class discussion, in approximately 50 words, summarize an example of each type of nonverbal communication that you observed, including the scenario and the apparent result of the communication.

Hundreds of realistic exercises, activities, and cases offer an array of opportunities for students to practice vital skills and put newfound knowledge to immediate use.

These resources are logically sorted by learning category, from conceptual recall to situational analysis to skill development.

To help instructors zero in on specific learning needs, activities are tagged in multiple ways, from media usage to team skills.



Cases

For all cases, feel free to use your creativity to make up any details you need in order to craft effective messages.

SOCIAL NETWORKING SKILLS

8-30. Media Skills: Social Networking; Compositional Modes: Summaries [LO-2] Many companies now have *voice of the customer* (VoC) programs to collect and analyze commentary and feedback from customers. The most comprehensive of these programs automatically gather data from social media, customer call records, technical support emails, online product reviews, and more. To extract insights from these large collections of text, marketers can use an intelligent communication technology called *text analytics*.

Your task: Review the text analytics information on the Clarabridge website at www.clarabridge.com. (The company refers to its technology as CX Analytics, for customer experience analytics.) Write a 100- to 150-word summary of this technology that Clarabridge could use as a post on its Facebook page to explain the capability to potential customers.

SOCIAL NETWORKING SKILLS

8-31. Media Skills: Social Networking; Online Etiquette [LO-2], Chapter 3 Employees who take pride in their work are a practically priceless resource for any business. However, pride can sometimes manifest itself in negative ways when employees come under criticism, and public criticism is a fact of life in social media. Imagine that your company has recently experienced a rash of product quality problems, and these problems have generated some unpleasant and occasionally unfair criticism on a variety of social media sites. Someone even set up a Facebook page specifically to give customers a place to vent one evening and discovered that two engineers in your company's product design lab have been responding to complaints on their own. They identified themselves as company employees and defended their product design, blaming the company's production department and even criticizing several customers for lacking the skills needed to use such a sophisticated product. Within a matter of minutes, you see their harsh comments being retweeted and reposted on multiple sites, only fueling the fire of negative feedback against your firm. Needless to say, you are horrified.

Your task: You manage to reach the engineers by private message and tell them to stop posting messages, but you realize you have a serious training issue on your hands. Write a post for the internal company blog that advises employees on how to respond appropriately when they are representing the company online. Use your imagination to make up any details you need.

NETWORKING SKILLS / TEAM SKILLS

8-32. Media Skills: Social Networking; Collaboration: Team Projects [LO-2], Chapter 3 Social media can be a great way to, well, socialize during your college years, but employers are increasingly checking up on the online activities of potential hires to avoid bringing in employees who may reflect poorly on the company.

Your task: Team up with another student and review each other's public presence on Facebook, Twitter, Flickr, blogs, and any other website that an employer might check during the interview and recruiting process. Identify any photos, videos, messages, or other material that could raise a red flag when an employer is evaluating a job candidate. Write your teammate an email message that lists any risky material.

Instructor Teaching Resources

This program comes with the following teaching resources.

Supplements available to instructors at www.pearsonglobaleditions.com	Features of the Supplement
Instructor's Manual	• Chapter overview • Chapter outline • Lecture notes organized by learning objective, with class discussion questions • Answers to highlight box questions • Answers to Apply Your Knowledge questions • Answers to Practice Your Skills activities • Solutions to cases (complete example solutions for short-message cases; solution guidelines for long-message cases) • Lesson plan foundations from the Bovée and Thill QuickSwitch textbook transition system
Test Bank authored by Susan Schanne from Eastern Michigan University	• 1,660 multiple-choice, true/false, and essay questions • Answer explanations • Keyed by learning objective • Classified according to difficulty level • Classified according to learning modality: conceptual, application, critical thinking, or synthesis • Learning outcomes identified • AACSB learning standard identified (Written and Oral Communication, Ethical Understanding and Reasoning, Analytical Thinking Skills, Information Technology, Interpersonal Relations and Teamwork, Diverse and Multicultural Work Environments, Reflective Thinking, and Application of Knowledge)
Computerized TestGen	TestGen allows instructors to • customize, save, and generate classroom tests. • edit, add, or delete questions from the Test Item Files. • analyze test results. • organize a database of tests and student results.
PowerPoints authored by Lauryn De George from University of Central Florida College of Business	Slides include all the graphs, tables, and equations in the textbook. PowerPoints meet accessibility standards for students with disabilities. Features include: • Keyboard and screen reader access • Alternative text for images • High contrast between background and foreground colors

About the Authors

Court Bovée

Courtland L. Bovée and John V. Thill have been leading textbook authors for more than two decades, introducing millions of students to the fields of business and business communication. Their award-winning texts are distinguished by proven pedagogical features, extensive selections of contemporary case studies, hundreds of real-life examples, engaging writing, thorough research, and the unique integration of print and digital resources. Each new edition reflects the authors' commitment to continuous refinement and improvement, particularly in terms of modeling the latest practices in business and the use of technology.

Professor Bovée has 22 years of teaching experience at Grossmont College in San Diego, where he has received teaching honors and was accorded that institution's C. Allen Paul Distinguished Chair. Mr. Thill is a prominent communications consultant who has worked with organizations ranging from Fortune 500 multinationals to entrepreneurial start-ups. He formerly held positions with Pacific Bell and Texaco.

Courtland Bovée and John Thill were recently awarded proclamations from the Governor of Massachusetts for their lifelong contributions to education and for their commitment to the summer youth baseball program that is sponsored by the Boston Red Sox.

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John Thill

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John V. Thill
Courtland L. Bovée

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Dedication

This book is dedicated to the many thousands of instructors and students who use Bovée and Thill texts to develop career-enhancing skills in business communication. We appreciate the opportunity to play a role in your education, and we wish you the very best with your careers.

John V. Thill
Courtland L. Bovée

Prologue

BUILDING A SUCCESSFUL CAREER WITH YOUR COMMUNICATION SKILLS

One Course—Three Powerful Benefits

You will invest considerable time and energy in this course, so it's fair to ask what you will get in return. The simple answer: *a lot*. If you practice the techniques you'll discover here and use this opportunity to develop those techniques with your instructor's guidance, we're confident this course will help you in three important ways:

1. It will help you succeed in college.
2. It will help you conduct a more successful job search.
3. It will help you succeed in your first job so you can build a thriving career.

The following sections expand on this promise and offer valuable career-planning advice. Table 1 on the next page highlights the specific features of this book that can help you at every stage.

HOW THIS COURSE WILL HELP YOU

Take advantage of this opportunity to develop the single most important skill you'll need for a rewarding career: the ability to communicate. This textbook is desiged to help you in three valuable ways.

1. SUCCEED IN COLLEGE

Many of the skills you will learn in this course—writing, giving presentations, working in teams, resolving conflict, and more—can be applied in just about every course you take from now until graduation.

2. FIND THE RIGHT JOB

The entire job search process is really an extended exercise in communication, and the process gives you the chance to use your communication skills to stand apart from the competition.

3. LAUNCH YOUR CAREER

The bulk of this course is devoted to the communication and media skills you will need to use as soon as you enter (or reenter) the workforce. Succeed in your first job, and you'll be on your way to a rewarding career!

TABLE 1 Textbook Features to Help You at Every Stage of College and Career

	Textbook Feature	Stage 1: Succeeding in College		Stage 2: Conducting a Successful Job Search	Stage 3: Succeeding in Your First Job
		In This Course	In Other Courses		
Beginning of chapter	**Learning Objectives**	Use these to focus your study and review			
	On the Job vignette	See how the pros use chapter concepts		Get a sense of life on the job in various professions	
Within the chapter	**Margin notes**	Scan to get a quick review of the chapter			
	Real-Time Updates—Learn More (free media items)	Explore for additional insights			
	Figures	Study model documents to see what works and what doesn't	Study reports and other model documents to improve your writing	Use model letters and résumés to build your job search package	Use model documents to craft better documents on the job
	Mobile App highlights	Many of these apps can help with schoolwork	Many of these apps can help with schoolwork	Use selected apps to help in your job search	Use the apps on the job
	Checklists	Confirm understanding of each section	Use for a quick review if needed when writing	Use for a quick review if needed when writing	Use for a quick review if needed when writing
	Highlight boxes	*Apply Your Skills Now* helps you apply communication skills in and out of class	*Apply Your Skills Now* helps you apply communication skills in and out of class	*Developing as a Professional* gets you ready for the world of work	*Intelligent Communication Technology* and *Practicing Ethical Communication* prepare you for the job
End of chapter	**Key Terms glossary**	Quickly refer to important terms			
	Learning Objectives Checkup	Test your recall of chapter content			
	On the Job simulation	Follow through on the chapter-opening vignette by visualizing yourself on the job		Get a sense of life on the job in various professions	
	Apply Your Knowledge	Analyze communication scenarios to hone your insights			
	Practice Your Skills	Practice chapter skills in a variety of challenges			
	Expand Your Skills	Critique professional communication efforts and find career advice			
	Build Your Career	Use the exercise in each chapter to build your employment package		By the time you get to the employment chapters, you'll have a head start on your résumé package	Use these techniques to adjust your employment package as you progress
	Improve Your Grammar, Mechanics, and Usage	Fine-tune the technical aspects of your writing	Fine-tune the technical aspects of your writing	Fine-tune the technical aspects of your writing	Fine-tune the technical aspects of your writing
	Cases (selected chapters)	Practice crafting professional-quality messages and documents		Use the *Portfolio Builder* cases to expand your employment portfolio	

	Textbook Feature	Stage 1: Succeeding in College		Stage 2: Conducting a Successful Job Search	Stage 3: Succeeding in Your First Job
		In This Course	In Other Courses		
	Five-Minute Guides (selected chapters)	Get quick reminders of how to accomplish important tasks	Use these for communication tasks in other classes, too	Use the guide in Chapter 15 to prepare and update your résumé	Download the PDFs and take them with you on the job
Online	**Real-Time Updates**	Subscribe online for weekly updates of free online media items			
	Student Assignments	Download files for selected chapters			
	Web Search	Use this metasearch engine to accelerate your research	Use for other classes for as long as your subscription is active		
	MyLab Business Communication	Use this optional online system for customized learning and more			

Stage 1: Succeeding in College

The first step in your career starts right now, with getting your degree and getting the most from all the courses you take between now and graduation. The communication skills you learn in this class can help you in virtually every other course. From brief homework assignments to complicated team projects to interactions with your professors, you will be able to communicate more effectively.

In addition to improving your communication effectiveness, this course will also improve your efficiency. Follow the writing process outlined in this book, and you can avoid the time-wasting uncertainty, dead ends, and rework that can make writing projects drag on forever.

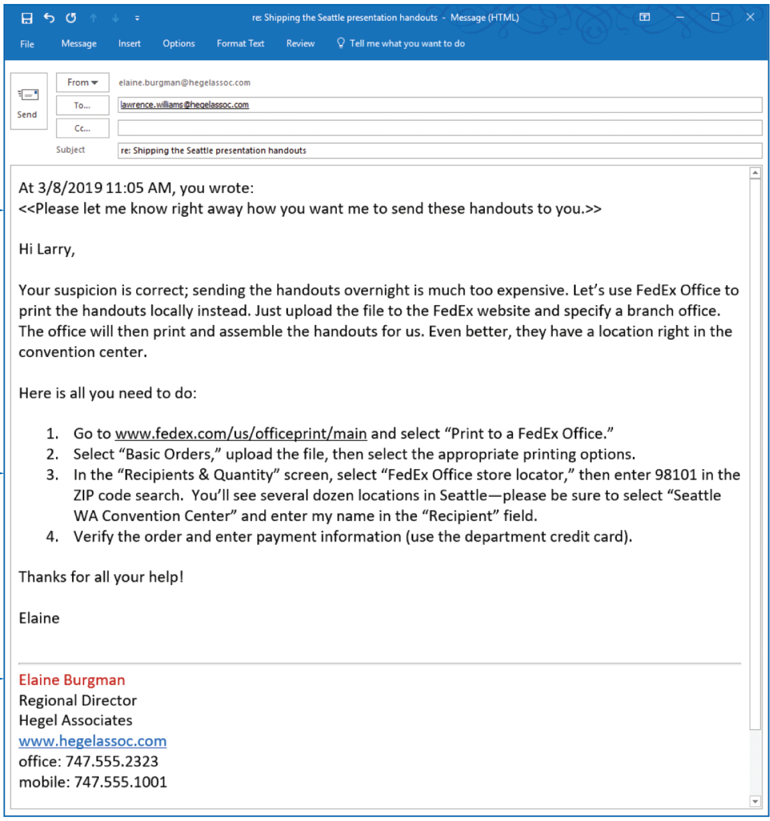
Keep an eye out for the special highlight boxes titled "Apply Your Skills Now," which offer tips on using your new skills in all your college courses. Read these boxes and think about the situations in which you can apply the advice. If you need to have a difficult conversation with an instructor or resolve conflict in a project team, for example, these boxes can help. Many of these techniques can help you outside of the school environment, too, whenever you face communication challenges in any of your interpersonal relationships.

QUICK TIPS TO SUCCEED IN THIS COURSE

Although this course explores a wide range of message types and appears to cover quite a lot of territory, the underlying structure of the course is rather simple. You'll learn a few basic concepts, identify the key skills to use and procedures to follow—and then practice, practice, practice. Whether you're writing a blog post in response to one of the real-company cases or drafting your own résumé, you'll be practicing the same fundamental skills in a variety of scenarios. With feedback and reinforcement from your instructor and your classmates, your confidence will grow and the work will become easier and more enjoyable.

Some of the assignments will involve business topics that may be new to you or somewhat less than exciting, but view them all as opportunities to hone your craft. Visualize yourself in each scenario and imagine that you are trying to convince a skeptical boss, calm an angry customer, or accomplish whatever task is assigned.

As you read each chapter, take time to study the examples and model documents (see Figure 1). This book offers dozens of realistic examples of business messages, many with notes along the sides that explain strong and weak points. Some are messages from real companies; others were created to show specific points about writing. Study these documents and any other examples your instructor provides. Learn what works and what doesn't, and then apply these lessons to your own writing.


re: Shipping the Seattle presentation handouts - Message (HTML)
File
Message
Insert
Options
Format Text
Review
Tell me what you want to do
Send
Cc...

From elaine.burgman@hegelassoc.com

To... lawrence.williams@hegelassoc.com

Subject re: Shipping the Seattle presentation handouts

At 3/8/2019 11:05 AM, you wrote:
<<Please let me know right away how you want me to send these handouts to you.>>

Hi Larry,

Your suspicion is correct; sending the handouts overnight is much too expensive. Let's use FedEx Office to print the handouts locally instead. Just upload the file to the FedEx website and specify a branch office. The office will then print and assemble the handouts for us. Even better, they have a location right in the convention center.

Here is all you need to do:

1. Go to www.fedex.com/us/officeprint/main and select "Print to a FedEx Office."
2. Select "Basic Orders," upload the file, then select the appropriate printing options.
3. In the "Recipients & Quantity" screen, select "FedEx Office store locator," then enter 98101 in the ZIP code search. You'll see several dozen locations in Seattle—please be sure to select "Seattle WA Convention Center" and enter my name in the "Recipient" field.
4. Verify the order and enter payment information (use the department credit card).

Thanks for all your help!

Elaine

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Burgman includes enough of the original message to remind Williams why she is writing—but she doesn't clutter the screen with the entire original message.

By itemizing the steps she wants Williams to follow, she makes it easy for him to respond and helps ensure that the work will be done correctly.

Her email signature includes alternative contact information, making it easy for the recipient to reach her.

She opens with an informal salutation appropriate for communication between colleagues.

She includes the URL of the website she wants Williams to visit, so all he needs to do is click on or tap the link.

The warm complimentary close expresses her appreciation for his efforts.

Figure 1 **Learning from Model Documents and Messages**
You will find a wide variety of model documents and messages throughout the book, everything from tweets to formal reports. Study the notes in the margins to understand why specific writing techniques work (or don't work, in some cases), and apply these lessons to your own writing.

Along the way, learn from the feedback you get from your instructor and from other students. Don't take the criticism personally; your instructor and your classmates are commenting about the work, not about you. Always view feedback as an opportunity to improve.

QUICK TIPS FOR WRITING ASSIGNMENTS IN ANY COURSE

For assignments in this or any other course, particularly major projects such as reports and presentations, follow these suggestions to produce better results with less effort:

- **Don't panic!** If the thought of writing a report or giving a speech sends a chill up your spine, you're not alone. Everybody feels that way when first learning business communication skills, and even experienced professionals can feel nervous about big projects. Keep three points in mind. First, every project can be broken down into a series of small, manageable tasks. Don't let a big project overwhelm you; it's nothing more than a bunch of smaller tasks. Second, remind yourself that you have the skills you need. As you move through the course, the assignments are carefully designed to match the skills you've developed up to that point. Third, if you feel panic creeping up on you, take a break and regain your perspective.
- **Focus on one task at a time.** Don't try to organize and express your ideas while simultaneously worrying about audience reactions, grammar, spelling, formatting, page design, and a dozen other factors. Fight the temptation to do everything at once. Trying to get everything perfect on the first pass will make the process slow and frustrating. In particular, don't worry too much about word choices or overall writing style during your first draft. Concentrate on the organization of your ideas first, then the best way to express those ideas, and then finally the presentation and production of your messages. Following the three-step writing process is an ideal way to focus on one task at a time in a logical sequence.