

# 2007-2008 *NEW* Business Communication Titles

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## Introduction to Business Communication

International Edition

NEW

### BASIC BUSINESS COMMUNICATIONS

#### 11th Edition

By Raymond V Lesikar, University of North Texas

2008 (November 2006) / 648 pages

ISBN-13: 978-0-07-305036-2 / MHID: 0-07-305036-9

ISBN-13: 978-0-07-110128-8 / MHID: 0-07-110128-4 [IE]

Website: <http://www.mhhe.com/lesikar11e>

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International Edition

NEW

### BUSINESS COMMUNICATION DESIGN

#### 2nd Edition

By Pamela A Angell, Hudson Valley Community College

2007 (January 2006)

ISBN-13: 978-0-07-322358-2 / MHID: 0-07-322358-1

(with OLC Premium Content Card)

ISBN-13: 978-0-07-110812-6 / MHID: 0-07-110812-2

[IE with OLC]

Website: <http://www.mhhe.com/angell2e>

Business Communication Design by Pamela Angell focuses on pragmatic design techniques that are easy to use, understand, and teach. The text allows instructors to integrate their course materials and ideas into flexible and comfortable business communication content. Innovative topics include useful and necessary applications of listening, culture, collaborative, and visual communication. The text presents these topics concisely in its 17 chapters, a manageable number to cover over an average college term. The text emphasizes the role of critical and creative thinking in the communication process. Students learn a systematic approach to designing messages for every business communication situation. The author offers a simple yet effective model for message design that focuses on the needs of the people involved in the communication and the circumstances of the message. Business Communication Design addresses the variety of communication options that modern workers face.

#### NEW TO THIS EDITION

- Ethics in Action boxes feature situations based on current business events that provides students with real-world ethical challenges. The material is designed to inspire students to consider ethical questions, or to develop a plan of action when facing ethical dilemmas.
- Based on reviewer feedback, more sample memorandums, letters, reports, and proposals are included to provide students with detailed approaches and step-by-step methods to writing effective business messages.
- The content has been updated to reflect current practice and research trends. For example, chapter 1 contains a new section on ethics; chapter 12 includes a new section on intercultural writing and speaking; and chapter 13 highlights a new section on leadership.

#### FEATURES

- The text offers students a simple yet effective model for business communication design. The eight steps discussed in Ch. 3 are, in brief, Map out message goals, Evaluate audience, Shape message content, Select channel, Acquire resources, Generate source credibility, Eliminate design flaws, and Send Message (MESSAGES). By mastering these eight steps students will become better communication designers and more effective business communicators.
- Business Communication Design features such unique content as 1) an entire chapter devoted to listening—a crucial skill for effective communication; 2) culture as a fundamental determinant in communication design and survival in business; and 3) conflict, its resolution, and its place in the business environment.
- In a Nutshell acts as the brief introduction for each chapter. Based on current events and real world stories, Nutshells heighten student awareness of real-life communication issues as they apply to the concepts introduced in the chapters.
- Creative Challenges are flexible critical-thinking exercises that challenge students to apply chapter concepts and to think strategically.
- Jump Ins are skills-based assignments, tasks, or activities that ask students to design communication strategies. They are sprinkled throughout each chapter to reinforce the key concepts as the students learn them.
- A Word on the Web is an interactive Internet activity that offers students an opportunity to access various websites for information pertinent to chapter concepts.
- Creative Cases are examples that describe real-world companies and their communication challenges. Each case includes multiple discussion questions and there is one case study per chapter.
- End of Chapter Material concentrates on critical thinking and skill acquisition: -Strategies: a numbered “take-away” list that highlights skills which should be mastered once completing the chapter. -Chapter Summary: numbered list summarizing key points of chapter. -Business Communication Projects: end of chapter exercises and assignments for groups and individuals. -Discussion Questions: end of chapter questions designed to inspire class discussions.

#### CONTENTS

CH. 1 The Basics. CH. 2 How Business Communicates. CH. 3 Creating Effective Messages. CH. 4 Listening: A Silent Hero. CH. 5 Creating and Using Meaning. CH. 6 Designing Messages with Words. CH. 7 Designing Oral Presentations. CH. 8 Business Writing Design. CH. 9 Direct and Indirect Communication Strategies. CH. 10 The Business of Reports: Informal and Formal Report Writing. CH. 11 Writing Strategies for Reports and Proposals. CH. 12 Culture: Inside and Out. CH. 13 Interpersonal and Collaborative Messages. CH. 14 The Business of Change and Conflict. CH. 15 Creating a Career and Designing Résumés. CH. 16 Interviewing to Get the Job. CH. 17 Creativity and Visual Design. Appendix A Grammar and Punctuation. Appendix B Formatting and Documenting Business Documents. References. Index



## COLLEGE ENGLISH AND COMMUNICATION

### 9th Edition

By Sue C Camp, Gardner-Webb College

2007 (February 2006) / 736 pages

ISBN-13: 978-0-07-310650-2 / MHID: 0-07-310650-X

Glencoe/McGraw-Hill Title

Website: <http://www.mhhe.com/camp9e>

College English and Communication, ninth edition continues to provide up-to-date coverage of key topics such as cultural diversity, ethics, global communications, electronic communications, and using the Internet for communication and online resources. The text covers the basics of grammar, spelling, and punctuation while incorporating customer service, business correspondence, the job search process, oral communication, and technology.

### NEW TO THIS EDITION

- New coverage of nonverbal communications and their importance in business.
- Updated technology aspect of business communication—including an entire new section on Voice over Internet Protocol (VoIP), updated information on e-commerce, and using the Internet in communication.
- Expanded information on preparing for and delivering presentations.
- The latest guidelines for electronic résumés and updates to standard résumé styles.
- Previous Stories from the Real World Unit Openers. Each of the real-world stories from the previous edition are available the Web site. This gives instructors the option of using more real-world applications, a key feature in business communication courses.
- Internet Activities (CEC Online and Internet Quest) have been moved to the Web site.
- Unit Closers and Chapter Reviews have been moved to the Web site.
- Case Studies, scenarios providing students the opportunity to analyze a situation and then propose a solution, evaluate a proposal, or make a decision have been moved to the Web site.

### FEATURES

- Stories from the Real World – Unit Openers. Each unit has a real-world story opener with critical thinking questions.
- Chapter Openers. Each chapter opener has a Workplace Connection feature that provides a link between the theoretical and practical.
- Key Terms. Key terms are listed in the beginning of each section and then recapped at the end of each section.
- End-of-Section Materials. At the end of each section, students will find Discussion Points, Editing Practices, and Practical Applications to reinforce the material just covered.
- Team Activities are included at the end of each chapter.
- Communicating in Your Career offers students a chance to enhance their occupational communication.
- Going Global is an introduction to multicultural aspects of business communication.
- Digital Data is designed to highlight the use of new technology for communication purposes.

- Ethics in Action alerts students to ethical or legal issues in business communication.
- Thinking Critically asks questions that require more advanced thinking skills such as interpretation, analysis, comparison, making judgments, or applying concepts.
- Memory Hooks offer students a way to easily learn common concepts.
- OOPS! Features show common mistakes that can be easily avoided.
- Self Assessments give students the opportunity to recap what they have learned.

### CONTENTS

**Unit One: Introduction to Communication.** Chapter 1: Communicating in Everyday Life. Chapter 2: Interpreting Communication. Chapter 3: Communicating Globally. **Unit Two: Developing Language Skills.** Chapter 4: Exploring Language Elements. Chapter 5: Mastering Nouns and Pronouns. Chapter 6: Expanding Language Skills. **Unit Three: Developing Writing Skills.** Chapter 7: Applying the Mechanics of Style. Chapter 8: Sharpening Writing Skills. **Unit Four: Applying Communication Skills.** Chapter 9: Writing E-mails, Memos, and Letters. Chapter 10: Writing Specific Communications. Chapter 11: Preparing and Writing Reports. **Unit Five: Communicating in a Business Environment.** Chapter 12: Working with Technology. Chapter 13: Communicating With Customers. Chapter 14: Developing Presentation Skills. **Unit Six: Employment Communication** Chapter 15: Searching for Jobs. Chapter 16: Interviewing and Employment Issues. Appendix. Glossary

International Edition



## BUSINESS COMMUNICATION

### 3rd Edition

By Kitty O Locker, The Ohio State University and Stephen Kyo Kaczmarek, Columbus State Community College

2007 (March 2006) / 640 pages

ISBN-13: 978-0-07-293210-2 / MHID: 0-07-293210-4

ISBN-13: 978-0-07-326140-9 / MHID: 0-07-326140-8

(with Business Communication Grademax)

ISBN-13: 978-0-07-110917-8 / MHID: 0-07-110917-X

[IE with Grademax Passcard]

Website: <http://www.mhhe.com/bcs3e>

A unique approach to a hands-on course, written by the same author of Business and Administrative Communication, this completely new approach is devised and created with the assistance of a community college colleague. The innovative module structure allows instructors to focus on specific skills and provides greater flexibility for short courses and different teaching approaches. While grounded in solid business communication fundamentals, this paperback takes a strong workplace activity orientation which helps students connect what they learn to what they do or will do on the job.

### NEW TO THIS EDITION

- NEW: GradeMax is a revolutionary adaptive testing tool that delivers unique tests to each of your students to assess his or her understanding of each concept in a chapter. Instructors get powerful graphic reporting at the class and student level to help adjust teaching emphasis. Each student's test results leads to a set of recommended interactive modules to remediate knowledge and skills. Registration is free with every new book.
- "Building Critical Skills" boxes (half of which have been updated or are new) are included in each chapter. Each box addresses a particular skill that needs to be learned (i.e.: building a professional image,

revising after feedback, etc.), and the boxes summarize why this skill is important. It goes on to explain how business communications students can master the skills.

- All new unit-ending cases include both individual and team activities that allow professors considerable flexibility in assigning work. These exercises are based on communication challenges faced by real-world companies, businesses, and organizations.
- Module 13 (E-mail) has been expanded to include information on blogging and writing for the Web.
- Module 28 (Job Application Letters) is being expanded to include information on T-letters, a cross between a traditional job application letter and a resume.

## FEATURES

- Polishing Your Prose sections conclude each chapter. These activities provide students with a summary of important advice concerning writing and writing for business. Each section includes 10 exercises for increased comprehension. The answers to the odd-numbered exercises are included at the end of the book.
- “Site to See” boxes appear in the margins of each chapter. They include a sample web site and its description. These URLs expand on information in the chapters to show students where they can go for more resources or how companies are taking advantage of the Internet to promote their company and services.
- “FYI” boxes are interspersed through each chapter and include fun bits of information relating to the chapter-at-hand. Topics like the average number of emails received a day by employees are included here. This feature serves a similar purpose to the well-known sidebars that are found in Business and Administrative Communication.
- “Instant Replay” boxes are found in the margins of each chapter. They offer highlights of the important information presented in the chapters to reinforce key concepts.
- Cartoons are included in most chapters to illustrate key concepts with levity.
- Full-page letter and memo examples are included throughout the text so students can see the actual proportions of how correspondence should appear.
- Good and bad examples are given of all message types to help students understand how to correct common mistakes in business communication.
- Chapters open with thought-provoking questions that act as learning objectives for the chapter. The questions provide a roadmap for the chapter and motivate students to learn the material; they understand from the beginning how the chapter content answers the questions they have about business communication. The text is built around the idea of answering these critical questions, and teaching the critical skills needed in the real business world.

## CONTENTS

**Unit 1 Building Blocks for Effective Messages.** 1. Business Communication, Management, and Success. 2. Adapting Your Message to Your Audience. 3. Communicating Across Cultures. 4. Planning, Writing, and Revising. 5. Designing Documents, Slides, and Screens. **Unit 2 Creating Goodwill.** 6. You-Attitude. 7. Positive Emphasis. 8. Reader Benefits. **Unit 3 Letters, Memos, and E-Mail Messages.** 9. Formats for Letters and Memos. 10. Informative and Positive Messages. 11. Negative Messages. 12. Persuasive Messages. 13. E-Mail Messages. **Unit 4 Polishing Your Writing.** 14. Editing for Grammar and Punctuation. 15. Choosing the Right Word. 16. Revising Sentences and Paragraphs. **Unit 5 Interpersonal Communication.** 17. Listening. 18. Working and Writing in Teams. 19. Planning, Conducting, and Recording Meetings. 20. Making Oral Presentations. **Unit 6 Research, Reports, and Visuals.** 21. Proposals and Progress Reports. 22. Finding, Analyzing, and Documenting Information. 23. Short Reports. 24. Long Reports. 25. Using Visuals. **Unit 7 Job Hunting.** 26. Researching Jobs. 27. Résumés. 28. Job Application Letters. 29. Job Interviews. 30. Follow-Up Letters and Calls and Job Offers

International Edition

NEW

## BUSINESS COMMUNICATION AT WORK

### 3rd Edition

By Marilyn Satterwhite, Danville Area Community College and Judith Olson-Sutton, Matc-Truax

2007 (February 2006) / 576 pages

ISBN-13: 978-0-07-313831-2 / MHID: 0-07-313831-2

ISBN-13: 978-0-07-110740-2 / MHID: 0-07-110740-1 [IE]

Website: <http://www.mhhe.com/bcw3e>

Business Communication at Work 3e is a very practical, hands-on text-workbook to help students learn how to write the types of communication that they are most apt to experience on the job. Each chapter is an independent unit that allows the teacher the flexibility of covering most chapters in any order. This flexibility allows the teacher to customize the course to meet the needs of individual classes. Many chapters are easily broken into units so teachers can cover just the units they want. The book is full of examples of letters, memos, etc. so students can actually see the application of the principles covered in the book. A Web site for this book provides supplemental learning exercises. Although the main focus of the book is written communication, a chapter on listening and making a presentation is now included. This text provides the “basics” for communicating effectively in business, including writing, listening, and speaking. The ability to communicate effectively is essential for anyone and for any organization wanting to be successful. In addition, communication skill is a “life skill.” There continues to be an increasing awareness in education as well as business of the need for improvement of these skills in individuals. From personal experiences working with hundreds of students and with business people for many years, I was very aware of the critical need for the improvement and enhancement of these skills—the authors felt that their experiences provided them with valuable insights that would be beneficial to share with others. With easy-to-read and comprehend material, concrete examples, and meaningful applications and exercises, Business Communication at Work is designed to help students develop and apply those essential skills needed to be successful.

## NEW TO THIS EDITION

- In Chapter 4, a section on “speaking” has been added. We felt that it was necessary to address the “basics” in speaking/oral presentations within the communications text. In the last edition, in Chapter 4, the “listening” chapter was added. Now, with listening and speaking, we have expanded and enhanced the areas of communication in the text. Speaking is vitally important in business and also, in many instances, determines whether an individual advances in his/her career. By discussing the basics of speaking near the beginning of the text, instructors can incorporate more oral communications (including a piece of giving effective presentations) in various exercises throughout the rest of the chapters.
- In Chapter 6, the “Technology” chapter has been completely revised. We have moved from basically a discussion of technology, including emphasis on software, to a discussion on the effective use of technology in communications. In the revised chapter, we have a strong emphasis on communicating electronically—we address specifically the effective use of e-mail; “when” to use e-mail; guidelines on “how” to use e-mail from formatting to content; company policies; confidentiality; etc. The increasing use of e-mail and, with that, the seemingly decreasing quality of communications—because e-mails are fast and informal, the quality that is required in business appears to be eroding.
- We have added “Concept Review” worksheets for each chapter on the Web site. Teachers may use these as an informal assessment/feedback as to whether students have understood the basic concepts in the chapters in addition to the worksheets in the text.
- The Student CD materials and Online Exercises have all been retained but moved to the Web site.

## FEATURES

- Communication at Work pieces tie in the real-world experiences so many instructors and students look for in texts.
- Margin features, including Notes (for more info on chapter material), Thinking Caps (challenging puzzlers related to the chapter information), Global Diversity (cross-cultural communication scenarios), Go to Web (for extra Student activities on the OLC), and Internet (for Internet-related research).
- Boxed/In-text material: Legal and Ethical boxes (scenarios that tie-in to the text material), Concept Checks (to assess the students' understanding of the material) at the end of each section in the chapters, Checklists (to apply principles learned to an actual communication).
- Worksheets are included at the end of each chapter to assess the students' grasp of the chapter material and apply the concepts learned.

## CONTENTS

**Unit 1:** Chapter 1: Setting the Stage for Effective Communication. Chapter 2: Choosing the Right Words. Chapter 3: Developing Sentences and Paragraphs. **Unit 2:** Chapter 4: Developing Listening and Speaking Skills. Chapter 5: Planning and Organizing Business Messages. Chapter 6: Using Technology to Improve Communication. Chapter 7: Formatting Business Messages. **Unit 3:** Chapter 8: Goodwill Principles and Goodwill Messages. Chapter 9: Messages for Inquiries and Requests. Chapter 10: Claim and Adjustment Messages. Chapter 11: Persuasive Messages. Chapter 12: Order, Credit, and Collection Messages. **Unit 4:** Chapter 13: Developing Memos and Memo Reports. Chapter 14: Creating Press Releases, Newsletters, and Letters to Public Officials. Chapter 15: Constructing and Presenting Reports. Chapter 16: Preparing Meeting Communications. **Unit 5:** Chapter 17: Conducting the Job Search. Chapter 18: Selling Yourself to Employers



## INTERPERSONAL SKILLS IN ORGANIZATIONS

By Suzanne De Janasz, University of Mary Washington, Glenice Wood and Lorene Gottschalk of University of Ballarat, Karen Dowd, James Madison University and Beth Schneider, George Mason University

2006 (May 2006)

ISBN-13: 978-0-07-471558-1 / MHID: 0-07-471558-5

McGraw-Hill Australia Title

Website: <http://www.mhhe.com/au/dejanasz>

Interpersonal Skills in Organisations is a student-focussed text which explores intrapersonal, interpersonal and team skills through Australian, New Zealand and Asian examples.

**Understanding Yourself** - Whether preparing to enter a new job or needing to develop team skills, Interpersonal Skills in Organisations offers students exercises and activities that emphasise business/manager situations and work groups, while incorporating theory with practical examples.

**Understanding Others** - Interpersonal Skills in Organisations takes a fresh, thoughtful look at the key skills necessary for personal and managerial success in today's workplace. This book is filled with a variety of exercises, cases and group activities, which employ and experiential approach suitable to students at all levels.

**Understanding Teams** - Chapters on Coaching and Providing Feedback for Improved Performance; and Making Decisions and Solving Problems creatively, help students put concepts into a real-world perspective.

**Understanding Leading** - The important skills of individual and team empowerment are explored in Chapter 18 on leadership and self-leadership. Students are guided through the process of effective delegation, giving an insight into the skills needed to lead a modern business succubusinessy.

## FEATURES

- Clear treatment: Relevant and accessible, this edition relates to the contemporary workplace, by way of Australian, New Zealand and Asian examples and references. Written in a clear manner, the presentation of content is suitable for today's student. Theories and concepts are introduced in a cohesive and accessible manner, to assist in student understanding.
- Active Learning: De Janasz is designed to provide students with an enriched learning experience, through the combination of theory, case studies and practical application. Pedagogical features, such as "Tips In ..." offer a comprehensive list of hints to help students develop managerial skills; and "Small Group Discussion Questions" at the end of each chapter offer students the chance to workshop ideas and develop stronger problem-solving abilities. These activities allow students to apply theory to their experiences.

- Broad Approach: Content in this text has been carefully organized so that students gain a much broader view of each topic area. For example, in Chapter 15, politicking and power have been combined, so that students may investigate the relationship between the two. In Chapter 18, leadership and self-leadership are addressed to explore how they combine to create a successful work environment. De Janasz has 4 distinct sections (Understanding Yourself, Understanding Others, Understanding Teams, and Leading) that can be used collectively, or modularly, depending on the instructor's preference and the students' need.

## CONTENTS

**Part 1 Intrapersonal effectiveness: understanding yourself** Chapter 1. Journey into self-awareness Chapter 2. Self-disclosure and trust Chapter 3. Establishing goals by identifying values and ethics Chapter 4. Time and self-management **Part 2 Interpersonal effectiveness: understanding and working with others** Chapter 5. Understanding and working with diverse others Chapter 6. The importance and skill of listening Chapter 7. Conveying verbal messages Chapter 8. Persuading individuals and audiences **Part 3 Understanding and working in teams** Chapter 9. Negotiation Chapter 10. Building teams and work groups Chapter 11. Managing conflict Chapter 12. Achieving business results through effective meetings Chapter 13. Facilitating team success Chapter 14. Making decisions and solving problems creatively **Part 4. Leading individuals and groups** Chapter 15. Power and politicking Chapter 16. Networking and mentoring Chapter 17. Coaching and providing feedback for improved performance Chapter 18. Leading aChapterwering self and others Chapter 19. Project management / Endnotes / Index

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# Business Communication

*International Edition*

## BUSINESS AND ADMINISTRATIVE COMMUNICATION

7th Edition

By Kitty O. Locker, Ohio State University

2006 / 720 pages

ISBN-13: 978-0-07-296446-2 / MHID: 0-07-296446-4

ISBN-13: 978-0-07-125712-1 / MHID: 0-07-125712-8 [IE]

Website: <http://www.mhhe.com/locker7e>

This Seventh Edition of Business and Administrative Communication by Kitty Locker is a true leader in the business communications field. Beyond covering the broad scope of topics in both oral and written business communication, Locker's text uses a student-friendly writing style and strong design element to hold student attention. Real-world examples and real business applications underscore the relevance and importance of the material presented to the classroom experience and to the students' careers. Kitty Locker's text also conveys the best possible advice to students through its research base; the author's reputation as a contributor to this field of study lends an even greater element of teachability and relevance to this market-leading title. Locker continues to lead the pack with innovative technology offerings – the BComm Skill Booster, PowerWeb – round out the learning experience with Business and Administrative Communication

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**I. The Building Blocks of Effective Messages** Chapter 1. Business Communication, Management, and Success Chapter 2. Building Goodwill Chapter 3. Adapting Your Message to Your Audience Chapter 4. Making Your Writing Easy to Read Chapter 5. Planning, Composing, and Revising Chapter 6. Designing Documents and Screens **II. Letters and Memos** Chapter 7. Informative and Positive Messages Chapter 8. Negative Messages Chapter 9. Persuasive Messages Chapter 10. Sales, Fund-Raising, and Promotional Messages **III. Interpersonal Communication** Chapter 11. Communicating Across Cultures Chapter 12. Working and Writing in Groups **IV. Reports** Chapter 13. Planning, Proposing, and Researching Reports Chapter 14. Analyzing Information and Writing Reports Chapter 15. Using Graphs and Other Visuals Chapter 16. Making Oral Presentations **V. Job Hunting** Chapter 17. Resumes Chapter 18. Job Application Letters Chapter 19. Job Interviews, Follow-Up Letters and Calls, and Job Offers Appendixes A. Formats for Letters, Memos and E-Mail Messages B. Writing Correctly C. Making and Communicating Meaning D. Crafting Logical Arguments

*International Edition*

## FOUNDATIONS OF BUSINESS COMMUNICATION

By Dona Young

2006 / 576 pages

ISBN-13: 978-0-07-297954-1 / MHID: 0-07-297954-2

ISBN-13: 978-0-07-111682-4 / MHID: 0-07-111682-6 [IE]

Website: <http://www.mhhe.com/djyoung>

Dona Young is a charismatic, passionate author with a strong background in teaching, curriculum design, faculty development, and corporate training. Our shared vision is developing a text and package that prepares students to communicate at all levels and leads them to successful business careers. One important learning theme of the text is "Explore, Practice, Apply." Students first learn to embrace the idea that communication consists of different skill sets and that, given the right tools, they can master these skills. Because students bring in varying levels of ability, the learning materials are diagnostic and flexible: they help students assess their strengths and weaknesses in the different skills sets and then engage them in practice exercises to develop expertise. Finally, students learn decision-making strategies that motivate them to apply their skills to real-world situations

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### COMMUNICATION FOR IT

2nd Edition

By Access Educational Services

2005

ISBN-13: 978-0-07-471478-2 / MHID: 0-07-471478-3

McGraw-Hill Australia Title

Communication for IT 2/e is an Australian text for IT and computer students keen to develop communication skills. Building on the success of the first edition, the new edition retains a strong industry focus and activity-driven pedagogy. Like its predecessor, this edition uses plenty of illustrations, case studies and workplace activities to help students understand basic communication concepts as they relate to the workplace. This text also uses competency links and training logs, to assist teachers in establishing a Portfolio of Evidence.

### CONTENTS

**Part A: Interpersonal skills** Chapter 1: Communication concepts Chapter 2: Conflict resolution and negotiation skills **Part B: Working in teams** Chapter 3: Participating in and leading on work teams Chapter 4: meetings **Part C: Interacting with clients** Chapter 5: Communication with clients Chapter 6: Presentation skills **Part D: Writing for information technology** Chapter 7: Principles of effective writing Chapter 8: Workplace documents Chapter 9: Writing reports Chapter 10: Graphic communication / INDEX

## International Edition

### COMMUNICATING AT WORK

#### 8th Edition

By Ronald B Adler, Santa Barbara City College, Jeanne Marquardt Elmhorst, Albuquerque Technical-Vocational Institute

2005 / 576 pages

ISBN-13: 978-0-07-297750-9 / MHID: 0-07-297750-7  
(with CD, OLC Bi-Card, Mandatory Package)

ISBN-13: 978-0-07-111224-6 / MHID: 0-07-111224-3

[IE with Student CD and Online Learning Center]

Website: <http://www.mhhe.com/adler8>

The leading text in business communication, *Communicating at Work* takes a pragmatic approach that features a strong multicultural focus, a heavy emphasis on effective presentations, and a pedagogical program designed to encourage group activities and skill building. Its combination of clear writing and effective use of tables makes this text an excellent teaching tool. The new edition now addresses informal business presentations such as briefings, reports, and sales presentations, and offers expanded coverage of ethical issues throughout.

#### CONTENTS

**PART I: BASICS OF BUSINESS AND PROFESSIONAL COMMUNICATION** (Case Study I with Questions) Chapter 1: Communicating at Work Chapter 2: Communication, Culture, and Work **PART II: PERSONAL SKILLS** (Case Study II with Questions) Chapter 3: Verbal and Nonverbal Messages Chapter 4: Listening Chapter 5: Interpersonal Skills Chapter 6: Interviewing Chapter 7: Types of Interviews **PART III: WORKING IN GROUPS** (Case III with Questions) Chapter 8: Working in Teams Chapter 9: Effective Meetings **PART IV: MAKING EFFECTIVE PRESENTATIONS** (Case IV with Questions) Chapter 10: Developing the Presentation Chapter 11: Organizing Your Ideas Chapter 12: Verbal and Visual Support in Presentations Chapter 13: Delivering the Presentation Chapter 14: Types of Presentations / Appendix I: Group Presentations Appendix II: Business Writing

## International Edition

### BASIC BUSINESS COMMUNICATION Skills for Empowering the Internet Generation, 10th Edition

By Raymond V Lesikar, University of North Texas and Marie E Flatley, San Diego State University

2005

ISBN-13: 978-0-07-308017-8 / MHID: 0-07-308017-9

(with Student CD-ROM, B-Comm Skill Booster and PowerWeb)

ISBN-13: 978-0-07-111153-9 / MHID: 0-07-111153-0

[IE with Student CD/OLC and PowerWeb]

Website: <http://www.mhhe.com/lesikar10e>

Basic Business Communication (BBC), 10/e by Lesikar and Flatley provides both student and instructor with all the tools needed to navigate through the complexity of the modern business communication environment. At their disposal, teachers have access to an online Tools & Techniques Newsletter that will continually keep them abreast of the latest research and developments in the field while providing a host of teaching materials. Exciting new student resources, including a subscription to the Merriam Webster Collegiate website and an enhanced CD-ROM, allow students to practice and master concepts in fun and interesting ways. BBC attends to the dynamic, fast-paced, and ever-changing means by which business communication occurs by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer-and business-oriented.

#### CONTENTS

**Part One: INTRODUCTION** Chapter 1 Communication in the Workplace **Part Two: FUNDAMENTALS OF BUSINESS WRITING** Chapter 2 Adaptation and the Selection of Words Chapter 3 Construction of Clear Sentences and Paragraphs Chapter 4 Writing for Effect **Part Three: BASIC PATTERNS OF BUSINESS MESSAGES** Chapter 5 Introduction to Messages and the Writing Process Chapter 6 Directness in Good News and Neutral Messages Chapter 7 Indirectness in Bad-News Messages Chapter 8 Indirectness in Persuasion and Sales Messages Chapter 9 Strategies in the Job-Search Process **Part Four: FUNDAMENTALS OF REPORT WRITING** Chapter 10 Basics of Report Writing Chapter 11 Report Structure: The Shorter Forms Chapter 12 Long, Formal Reports Chapter 13 Graphics **Part Five: OTHER FORMS OF BUSINESS COMMUNICATION** Chapter 14 Informal Oral Communication Chapter 15 Public Speaking and Oral Reporting **Part Six: SPECIAL TOPICS IN BUSINESS COMMUNICATION** Chapter 16 Techniques of Cross-Cultural Communication Chapter 17 Correctness of Communication Chapter 18 Technology-Enabled Communication Chapter 19 Business Research Methods **APPENDIXES:** Corrections for the Self-Administered Diagnostic Test of Correctness / Physical Presentation of Messages, Memos, and Reports / General Grading Checklist (New!Formatted to correspond to the Markin grading software on the Instructor's CD-ROM) / Special Grading Checklists: Messages and Reports / Documentation and the Bibliography (Updated to include the new 15th Edition of the Chicago Manual of Style and the 5th edition of the Publication Manual of the American Psychological Association)

## International Edition

### COMMUNICATING IN BUSINESS AND PROFESSIONAL SETTINGS

#### 4th Edition

By Michael S Hanna, University of South Alabama and Gerald L Wilson, University of South Alabama

1998 / 496 pages

ISBN-13: 978-0-07-026022-1 / MHID: 0-07-026022-2

ISBN-13: 978-0-07-115985-2 / MHID: 0-07-115985-1 [IE]

#### CONTENTS

**Part I. Preliminary Considerations: Communication and Organizations** 1. A Communication Perspective. 2. The Organization-Theoretical Perspectives. 3. Leadership and Communication in Organizations. 4. Diversity in the Workplace. **Part II. Basic Considerations: Foundations for Communication in Organizations** 5. Perception and Listening. 6. Language and Nonverbal Communication. 7. Technology in the Workplace. **Part III. Organizational Contexts: Interpersonal** 8. Interpersonal Communication. 9. Conflict Management. 10. Interviewing and Interviews: On the Job. 11. The Selection Interview: Hiring and Being Hired for the Job. **Part IV. Organizational Contexts: The Group Context** 12. Small Group Communication Process. 13. Communicating with Group or Staff. **Part V. Organizational Contexts: The One-to-Many Context** 14. Thinking About the Ideas and Arguments. 15. Organizing the Presentation. 16. Delivering the Presentation.

#### INVITATION TO PUBLISH

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Website: [www.mcgraw-hill.com.sg](http://www.mcgraw-hill.com.sg)

# Business Communication

*International Edition*

## EFFECTIVE BUSINESS COMMUNICATION

### 7th Edition

By Herta A. Murphy, University of Washington, Emeritus, Herbert W. Hildebrandt, Jane P. Thomas, University of Michigan

1997 / 640 pages

ISBN-13: 978-0-07-044398-3 / MHID: 0-07-044398-X

(Out of Print)

ISBN-13: 978-0-07-116587-7 / MHID: 0-07-116587-8

[IE - 1 Color Text]

ISBN-13: 978-0-07-114507-7 / MHID: 0-07-114507-9 [IE]

### CONTENTS

**Part One: Background for Effective Business Communication** Chapter 1 Effective Communications in Business. Chapter 2 The 7 C's of Effective Communication. **Part Two: Business Communication in Context.** Chapter 3 Business Communication and the Global Context. Chapter 4 Business Communication and the Ethical Context. Chapter 5 Business Communication and the Technology Context. **Part Three: Message Design.** Chapter 6 The Process of Preparing Effective Business Messages Chapter 7 The Appearance and Design of Business Messages. Chapter 8 Good News and Neutral Messages. **Part Four: Written Communication, Major Plans for Letter & Memos.** Chapter 9 Bad News Messages. Chapter 10 Persuasive Written Messages. **Part Five: Written Communication, Reports.** Chapter 11 Short Reports. Chapter 12 Long (Formal) Reports. Chapter 13: Proposals. **Part Six: Strategies For Oral Communication.** Chapter 14 Strategies for Successful Speaking and Successful Listening. Chapter 15 Strategies for Successful Informative and Persuasive Speaking. Chapter 16 Strategies for Successful Interpersonal Communication. Chapter 17 Strategies for Successful Business and Group Meetings. **Part Seven: The Job Application Process.** Chapter 18 The Job Application Process-The Written Job Presentation. Chapter 19 The Job Application Process-Interviews and Follow-up.

- An easy-to-write formula for cover letters is unveiled. Exceptional examples are showcased—from the traditional to the “T” or “two column” format. See how the cover letter and résumé should match.
- Worksheets for both a résumé and cover letter in order to provide readers with a starting point when creating each.
- A section showcasing thank you notes will ensure you make a good impression after an interview.
- Computer instructions for creating a visually attractive document are included in the book.
- The text utilizes a Frequently Answered Questions format in order to provide concise, yet comprehensive, answers.
- An Online Learning Center provides more examples of resumes and cover letters that do not appear in the text. The site also features an Instructor Center, which includes exam questions, PowerPoint presentations, and an Instructor's Manual.

### CONTENTS

**Part One: Résumés.** Chapter 1 – Getting Started. Chapter 2 – Résumé Worksheet. Chapter 3 – Choosing a Format. Chapter 4 – Before and After Résumé Examples. Chapter 5 – Electronic Résumé Guidelines. **Part Two: Cover Letters.** Chapter 6 – Your Cover Letter: A Résumé's Introducer. **Part Three: Thank You Notes.** Chapter 7 – Creating a Personalized Thank-You Note. Appendix A – Action Verbs. Appendix B – Résumé Checklist

*International Edition*

## TECHNICAL COMMUNICATION

### 2nd Edition

By Mary M Lay and Billie J Wahlstrom of University of Minnesota-Minneapolis, Carolyn Rude, Texas Tech University, Cindy Selpe, Michigan Tech University and Jack Selzer, Pennsylvania State University

1999 / 768 pages

ISBN-13: 978-0-256-22058-2 / MHID: 0-256-22058-1

(Out of Print)

ISBN-13: 978-0-07-115076-7 / MHID: 0-07-115076-5 [IE]

### CONTENTS

**PART ONE: UNDERSTANDING TECHNICAL COMMUNICATION** Chapter 1. Technical Communication in Today's Workplace. Chapter 2. The Writer and the Writing Process in the Workplace. Chapter 3. Audience and Technical Communication. Chapter 4. The Persuasive Nature of Technical Communication. **PART TWO: ACQUIRING THE TOOLS OF TECHNICAL COMMUNICATION** Chapter 5. Collaboration Chapter. 6. Secondary Sources of Information: Libraries and Online. Chapter 7. Primary Sources of Information: Surveys, Interviews, Observations. Chapter 8. Editing and Style. Chapter 9. Document Design and Packaging. Chapter 10. Visual Display and Presentation. **PART THREE: CREATING EFFECTIVE DOCUMENTS** Chapter 11. Creating Definitions and Descriptions. Chapter 12. Instructions, Specifications, and Procedures. Chapter 13. Reports and Studies. Chapter 14. Reports for Decision Making. Chapter 15. Proposals. **PART FOUR: DEVELOPING AND MAINTAINING A PROFESSIONAL EDGE** Chapter 16. Professional Communication. Chapter 17. Oral Presentations in the Workplace. Case / Documents / Appendix / Index / Glossary

## Technical Writing



### EXTREME RESUME MAKEOVER

#### The Ultimate Guide to Renovating Your Resume

By Cindy Kenkel, Northwest Missouri State University

2007 (November 2005) / 168 pages

ISBN-13: 978-0-07-351182-5 / MHID: 0-07-351182-X

Website: <http://www.mhhe.com/kenkel>

Extreme Résumé Makeover focuses on the written communication involved in finding a job, including résumés, cover letters, and thank you notes. “Before and after” examples of real résumés are incorporated providing concrete visual examples to use as models for the final product. Each resume example indicates the errors in the initial attempt and suggested improvements. There are also sections on electronic formatting and electronic résumés, as well as lists of key words for various careers.

### FEATURES

- Relatable “before and after” examples of résumés used successfully by the author's former students.
- Key words—a critical element of today's job search—are provided for all sixteen careers highlighted in the text.
- The latest guidelines for electronic formatting and electronic résumés are addressed in step-by-step instructions.

## Corporate Communication

International Edition

NEW

### CORPORATE COMMUNICATION

#### 4th Edition

By Paul A Argenti, Dartmouth College

2007 (December 2005) / 264 pages

ISBN-13: 978-0-07-299054-6 / MHID: 0-07-299054-6

ISBN-13: 978-0-07-125411-3 / MHID: 0-07-125411-0 [IE]

Argenti's Corporate Communication was the first text to tackle this subject, and now in its Fourth Edition, it remains the most comprehensive book in this field. Corporate Communications describes the changes in the environment for business that have taken place over the last half-century and their implications for corporate communication. While attitudes about business have never been totally positive, they have reached an all-time low in recent years—mistrust and skepticism of corporate entities is high, as are expectations that companies will “give back” to society through philanthropy, community involvement, or environmental protection activities. By showing readers the importance of creating a coordinated corporate communication system, organizations will benefit with important strategies and tools that few companies in the world are using yet. This new edition shows what companies need to know about advanced communication strategies to stay one step ahead of the competition.

#### NEW TO THIS EDITION

- **New & Updated Cases:** By keeping material current, students remain on the cutting-edge of corporate trends and activities. With new cases such as Muzak and Coca-Cola, readers are presented familiar companies and introduced to relevant information that corresponds with the text's lesson. Updated cases, Arthur Anderson and Dell, show important day-to-day company details.
- **Updated Sections on Corporate Social Responsibility:** Using the tsunami relief efforts as an example, this edition includes added material on cause related marketing and employees. Another example, the Martha Stewart scandal is detailed showing the implication on stock and brand.
- **New Topics Covered:** New sections on financial and accounting fraud are included as well as sections on identity theft and corporate hate sites.

#### FEATURES

- **Experienced Author:** Paul Argenti is one of the world's leading experts who helped define this field. Argenti offers readers a communication framework developed over 23 years of teaching at the premier business schools in the country and brings them to life using examples gleaned from his extensive consulting work with Fortune 500 companies.
- **Currency:** Each chapter reflects changes in the business environment as well as developments in the field of Corporate Communication. In particular, the impact of technology and the Internet are interlaced throughout the book.
- **Managerial Focus:** As in previous editions, the book has a managerial tone, making it appropriate for students at all levels of education and interest in the field. This text is written so that students can grasp the big picture of Corporate Communication and its role in developing and implementing corporate strategy.
- **Issue Boxes:** These sections showcase topics from annual reports to tips on media interviews in order to increase student awareness of the inner workings of the sub-functions of Corporate Communication.

### CONTENTS

1. The Changing Environment for Business. Case: Arthur Andersen. 2. Communicating Strategically. Case: Carson Containers. 3. An Overview of the Corporate Communication Function. Case: Dell Computer Corporation. 4. Identity, Image and Reputation. Case: Muzak. 5. Corporate Advertising. Exercise: Corporate Ad Samples. 6. Media Relations. Case: Adolph Coors Company. 7. Internal Communication. Case: Westwood Publishing. 8. Investor Relations. Case: Steelcase, Inc. 9. Government Relations. Case: Disney's America Theme Park. 10. Crisis Communications. Case: Coca-Cola India

## Managerial Communication

NEW

### LEADERSHIP COMMUNICATION

#### 2nd Edition

By Deborah Barrett, Rice University

2008 (March 2007) / 384 pages

ISBN-13: 978-0-07-340314-4 / MHID: 0-07-340314-8

(Details unavailable at press time)

NEW

### MANAGEMENT COMMUNICATION

#### Principles and Practice, 3rd Edition

By Michael Hattersley and Linda McJannet, Bentley College

2008 (January 2007) / 336 pages

ISBN-13: 978-0-07-352505-1 / MHID: 0-07-352505-7

(Details unavailable at press time)

NEW

### MANAGERIAL COMMUNICATION

#### Strategies and Applications,

#### 4th Edition

By Geraldine Hynes, Sam Houston State University

2008 (January 2007) / 384 pages

ISBN-13: 978-0-07-352504-4 / MHID: 0-07-352504-9

(Details unavailable at press time)

*International Edition*

## LEADERSHIP COMMUNICATION

By Deborah Barrett, Rice University

2006 / 406 pages

ISBN-13: 978-0-07-291849-6 / MHID: 0-07-291849-7

ISBN-13: 978-0-07-124420-6 / MHID: 0-07-124420-4 [IE]

Website: <http://www.mhhe.com/barrett1e>

Leadership Communication is a text to guide current and potential leaders in developing the communication capabilities needed to lead organizations effectively. It brings together managerial communication and concepts of emotional intelligence to create a new model of communication skills and strategies for corporate leaders. It begins with chapters on the core communication skills of developing strategy, analyzing an audience, writing all types of business documents and correspondence, and designing and delivering effective PowerPoint presentations – all from a leadership perspective. Then, it takes students through chapters on emotional intelligence, cultural literacy, meeting management, and team leadership, before concluding with chapters on internal and external organizational communication.

### CONTENTS

Introduction What Is Leadership Communication? **Section 1: Core Leadership Communication** 1 Developing Leadership Communication Strategy 2 Creating Leadership Documents 3 Using Language to Achieve a Leadership Purpose 4 Developing and Delivering Leadership Presentations 5 Using Graphics and PowerPoint for a Leadership Edge **Section 2: Managerial Leadership Communication** 6 Developing Emotional Intelligence and Cultural Literacy to Strengthen Leadership Communication 7 Leading Productive Management Meetings 8 Building and Leading High-Performance Teams **Section 3: Corporate Leadership Communication** 9 Establishing Leadership through Strategic Internal Communication 10 Leading through Effective External Relations **APPENDIXES**

*International Edition*

## MANAGEMENT COMMUNICATION

### Principles and Practices, 2nd Edition

By Michael Hattersley, Management Communications Consultant,  
Linda M. McJannet, Bentley College

2005 / 336 pages

ISBN-13: 978-0-07-288356-5 / MHID: 0-07-288356-1

ISBN-13: 978-0-07-123827-4 / MHID: 0-07-123827-1 [IE]

Management Communication, 2/e by Hattersley and McJannet is a text and casebook that includes essential coverage of the principles of effective writing and speaking and aims to help the reader master the full range of skills required of a successful manager. Most of the eighteen end-of-chapter case studies were developed at Harvard Business School where Dr. Hattersley headed the Management Communication Department and where Dr. McJannet taught (under her married name, Linda McJ. Micheli). The cases put the reader in the role of decision maker and communicator in actual business situations. Five additional (or alternative) cases appear at the end of the book. While the text emphasizes in a simple, direct style, the enduring practical communication skills every manager needs to master, it also includes full chapters on electronic communication, corporate ethics, audience analysis, meeting management, giving and receiving feedback, choosing media, style and tone, intercultural communication, and business and the press. The two concluding chapters provide two style manuals, the first on writing and the second on speaking, through the use of graphics and group presentations. Each is designed to be cross-referenced throughout the course and serve as a valuable resource for readers to refer to throughout their careers.

### CONTENTS

**Part 1: Principles of Effective Communication** Chapter 1: Foundations of Management Communication Overview of the field, main schools of thought, basic analytical tools, key ethical considerations, and how to serve as a credible source. Chapter 2: Goals Defining and organizing communication tasks in a general management context; clarifying goals Case: Yellowtail Marine, Inc. Chapter 3: Audience Analysis Identifying, understanding, and ranking your audiences Case: Weymouth Steel Corporation Chapter 4: Point of View Understanding competing motives, needs, and viewpoints; interpersonal communication Case: Smith Financial Corporation Chapter 5: Message: Content and Argument Shaping the messages that will achieve your goal Case: Cuttyhunk Bank (A) Chapter 6: Structure Shaping your argument to the needs of your audience Case: McGregors Ltd. Department Store Chapter 7: Choosing Media What media best convey your messages; upward and downward communication Case: The Timken Company Chapter 8: Style and Tone Delivering your messages in language suitable to your audience Case: Vanrex, Inc. **Part 2: Applications** Chapter 9: Giving and Receiving Feedback Hearing and being heard Case: Bailey and Wick Chapter 10: Meeting Management Participation and leadership Case: Lincoln Park Redevelopment Project Chapter 11: Communicating Change Using communication to overcome resistance to change Case: Hammermill Paper Company Chapter 12: Communicating with External Audiences Selling your organization's point of view to concerned constituencies Case A: Oxford Energy Case B: NutraSweet Chapter 13: Diversity and Intercultural Communication Multicultural and international communication Case A: Reed-Watkins Pharmaceuticals Case B: International Oil Chapter 14: Personal And Corporate Ethics Making individual and organizational ethical choices Case A: Hal of Erhardt & Company: One Audit Senior's Dilemma Case B: McArthur House Chapter 15: Electronic Communication Shaping the message to the medium Case A: Unifone Communication Case B: Savin Consulting **Part 3: Technique** Chapter 16: Effective Writing Style manual to be cross-referenced throughout the course Chapter 17: Effective Speaking Style manual on speaking, use of graphics, and group presentation to be cross-referenced throughout the course Appendix: Case 19: Dotsworth Press Case 20: Inland Steel Coal Company (A): The Sesser Coal Mine Case 21: United Way of El Paso Case 22: "Fair is Fair," Isn't it? Case 23: Kellogg Company

*International Edition*

## MANAGERIAL COMMUNICATION

### Strategies and Applications, 3rd Edition

By Geraldine E. Hynes, Sam Houston State University

2005 (June 2004) / 448 pages

ISBN-13: 978-0-07-282915-0 / MHID: 0-07-282915-X

ISBN-13: 978-0-07-124321-6 / MHID: 0-07-124321-6 [IE]

Website: <http://www.mhhe.com/hynes3e>

Managerial Communication, 3/e by Hynes focuses on skills and strategies that managers need in today's workplace. This book continues to stand out in the field for its strategic approach, solid research base, comprehensive range of topics, its even-handed examination of oral and written channels, and its focus on managerial (as opposed to entry-level) competencies. The overriding principle for the revision was to preserve the book's key strengths while bringing it in line with the early twenty-first century workplace. The chapters have been streamlined and condensed to meet the needs of a busy contemporary manager and content was added to reflect current business practices.

### CONTENTS

**Part 1 - Managing in Contemporary Organizations** Chapter 1 - The Role of Communication in Contemporary Organizations Chapter 2 - The Managerial Communication Process Chapter 3 - Technologically Mediated Communication **Part 2 - Managerial Writing Strategies** Chapter 4 - Contemporary Managerial Writing Chapter 5 - Routine Messages Chapter 6 - Management Reports and Proposals **Part 3 - Strategies for Understanding Messages** Chapter 7 - Managerial Listening Chapter 8 - Nonverbal Communication Chapter 9 - Intercultural Communication

**Part 4 - Interpersonal Communication Strategies** Chapter 10 - Conflict Management Chapter 11 - Managerial Negotiation Chapter 12 - Interviews **Part 5 - Group Communication Strategies** Chapter 13 - Managing Meetings and Teams Chapter 14 - Making Formal Presentations

## International Business Communication



### INTERCULTURAL COMMUNICATION IN THE GLOBAL MARKETPLACE

#### 4th Edition

By Iris Varner, Illinois State University and Linda Beamer, California State University-Los Angeles

2008 (November 2006) / 448 pages

ISBN-13: 978-0-07-352506-8 / MHID: 0-07-352506-5

Intercultural Communication in the Global Workplace, 4/e by Beamer and Varner addresses the issues of culture and communication within the context of international business. The text provides examples of how cultural values and practices impact business communication. The authors explore the relationships among the cultural environments of the firm and the structure of the firm. They examine how companies and individuals communicate, and concentrate on the underlying cultural reasons for behavior. This approach helps readers develop an ability to work successfully within an environment of cultural diversity both at home and abroad.

#### NEW TO THIS EDITION

- Updated discussions of globalization and new technology in business communication and the role of intercultural teams in achieving corporate goals.
- New coverage on intercultural communication research, with a brief discussions on the history and paradigms of the study of cultures and communication, the distinction made by etic and emic study, the focus on whole cultures and on individuals, and the difference between cross-cultural and intercultural communication scholarship.
- More short cases, new illustrations and examples have been added, often drawn from cultures not mentioned in earlier editions. Real world examples and applications help provide lively class discussions and develop critical thinking skills.

#### FEATURES

- The authors, Linda Beamer and Iris Varner, are renowned researchers in intercultural communication. They have spent their professional lives researching this field and working in environments where an understanding of the importance of intercultural communication is an issue on a daily basis. Their practical experience combined with their research history makes them an ideal author pairing for this book.
- Mini-Cases at the beginning of the chapters help the students correlate the case with the topics in the chapter.

#### CONTENTS

1. Culture and Communication 2. The Role of Language in Intercultural Business Communication 3. Getting to Know Another Culture 4. Self and Groups in Business Cultures 5. Organizing Messages to Other Cultures 6. Nonverbal Language in Intercultural Communication 7. Cultural Rules for Establishing Relationships 8. Information, Decisions, and Solutions 9. Intercultural Negotiation 10. Legal and Governmental Considerations in Intercultural Business Communication 11. The Influence of Business Structures and Corporate Culture on Intercultural

Business Communication 12. Intercultural Dynamics in the International Company Appendix: Case 1: What Else Can Go Wrong? Case 2: Hana: A Joint Venture between Health Snacks and Toka Foods

## Business English



### BUSINESS ENGLISH AT WORK

#### 3rd Edition

By Susan Jaderstrom, Santa Rosa Junior College and Joanne Miller

2007 (January 2006) / 672 pages

ISBN-13: 978-0-07-313787-2 / MHID: 0-07-313787-1

Glencoe/McGraw-Hill Title

Website: <http://www.mhhe.com/bew3e>

Written in a conversational tone, this text takes a totally new learning approach to relating business English to the workplace. Up-to-date topics of telecommunications, customer service, online references, electronic mail, and a host of other real-world subjects connect directly to an assortment of activities and exercises in grammar, punctuation, and writing. The activities in the text and online accommodate different student learning styles. All students regardless of their previous English background have the opportunity to be successful learning grammar in a business context.

#### NEW TO THIS EDITION

- Expanded pretests and posttests
- Expanded checkpoint and practice materials
- Answers for students in the textbook to all checkpoints, practice exercises, pretests, and posttests
- PowerPoint presentations for each chapter
- Design and Format
- Internet-ready online courses in WebCT and Blackboard

#### FEATURES

- Concept presentation followed immediately with examples, explanations, and reinforcement checkpoints
- Workplace application concepts around which all exercises, practices, and quiz/test questions are written
- Diagramming exercises to demonstrate the way that the parts of a sentence connect
- Proofreading exercises to emphasize the importance of accuracy in documents
- Writing exercises that stress good sentence and paragraph development
- Quizzes, unit tests, mid-term, and final exams to evaluate student learning
- Practice exercises that emphasize spelling and correct use of commonly misused words
- Test bank with over 2000 items

- CD-ROM with additional student practice material for every checkpoint and practice exercise in the text
- Thinking critically and online exercises that correlate the study of English with problem solving and using the Internet
- Marginal notes that include text highlights, student reminders, and punctuation and capitalization alerts
- Edit Patrols that illustrate humorous misuses of the language
- Web site that provides additional activities for students and instructors

## CONTENTS

Chapter 1. Resources to improve Vocabulary, Proofreading, and Spelling. Workplace Applications: Online References. Chapter 2. Overview of Parts of Speech. Workplace Applications: Telecommunications. Chapter 3. Sentence Development. Workplace Applications: Customer Service. Chapter 4. Noun Functions and Plurals. Workplace Applications: The Internet. Chapter 5. Compound and Possessive Nouns. Workplace Applications: The World Wide Web. Chapter 6. Capitalization. Workplace Application: Time Management. Chapter 7: Pronouns. Workplace Applications: Electronic Mail. Chapter 8. Pronoun/Antecedent Agreement. Workplace Applications: Cultural Diversity. Chapter 9. Verb Types and Parts. Workplace Applications: Problem Solving and Decision Making. Chapter 10. Verb Tense, Voice, and Mood-Verbals. Workplace Applications: Computer Software. Chapter 11. Subject-Verb Agreement. Workplace Applications: Teamwork. Chapter 12. Adjectives. Workplace Applications: Ergonomics. Chapter 13. Adverbs. Workplace Applications: Ethics and Etiquette. Chapter 14. Prepositions. Workplace Applications: Leadership. Chapter 15. Conjunctions. Workplace Applications: Stress and Coping Strategies. Chapter 16. The Period and the Comma. Workplace Applications: Job Search and Career Development. Chapter 17. Other Punctuation. Workplace Applications: Business Communication. Chapter 18. Numbers. Workplace Applications: Doing Business on the Internet. Glossary / Appendix A: Spelling Review. Appendix B: Commonly Misused or Confused Words or Phrases. Appendix C: Frequently Misspelled Words. / Photo Credits / Index

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### International Edition

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## BUSINESS ENGLISH AND COMMUNICATION

### 8th Edition

By Clark

1994

ISBN-13: 978-0-02-800990-2 / MHID: 0-02-800990-8

ISBN-13: 978-0-07-118462-5 / MHID: 0-07-118462-7 [IE]

Glencoe/McGraw-Hill Title

## Business Writing

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### International Edition

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## SCHAUM'S QUICK GUIDE TO GREAT BUSINESS WRITING

By Fitzgerald and Suzanne Sparks

1999 / 160 pages

ISBN-13: 978-0-07-022060-7 / MHID: 0-07-022060-3

ISBN-13: 978-0-07-116764-2 / MHID: 0-07-116764-1 [IE]

A Schaum Publication

(International Edition is not for sale in Japan)

## CONTENTS

**Part I: Readable Writing.** Chapter 1 Know Your Audience. Chapter 2 What Should Your Writing Do? Chapter 3 The Power of Words to Express, Not Impress. **Part II: Working on.** Chapter 4 Structure and Style. Chapter 5 Easy Formats to Guide Your Reader. Chapter 6 The Power of Visuals, White Space, and Headings. Chapter 7 How to Start and Stop. Chapter 8 Brush Up on Your Grammar. Chapter 9 Using Action Verbs. **Part III: Situational Writing.** Chapter 10 Delivering Bad News. Chapter 11 Writing to Martians. Chapter 12 Postscript: Do's and Don'ts-The Final Checklist.

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### International Edition

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## WRITING, RESEARCHING, COMMUNICATING

### Communication Skills For The Information Age, 3rd Edition

By Keith Windshuttle and Elizabeth Elliot of Macleay College, Sydney

1999 / 600 pages

ISBN-13: 978-0-07-470703-6 / MHID: 0-07-470703-5

ISBN-13: 978-0-07-124265-3 / MHID: 0-07-124265-1 [IE]

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