Business Communication: In Person, In Print, Online, 8e

Current, fast-paced, & interesting – Just like business itself.

The business world is evolving rapidly, and students deserve a textbook that keeps pace. *Business Communication: In Person, In Print, Online* presents innovative content that reflects the variety of communication technology used in today’s workplace. The text moves beyond describing new media to helping students use social media and other emerging communication technologies. With engaging examples and an innovative, visual format, this edition grabs students’ attention and makes them want to read. A suite of online resources encourages students’ learning and provides unprecedented support for instructors.

*Business Communication: In Person, In Print, Online* achieves the following:

- Reflects how people communicate in business today.
- Illustrates principles with current, real-world examples.
- Engages students with creative visuals and an accessible writing style.
- Reinforces learning and promotes skill-building with a variety of online resources.
- Supports instructors with rich supplements and resources.
How People Communicate in Business Today

Business Communication: In Person, In Print, Online prepares students for challenging situations they will face in the digital workplace. Effective, accurate written and oral communication skills are still paramount. But in today’s competitive business environment, students need to be more than successful communicators; they need to use communication to differentiate themselves.

Prepares Students for Today’s Digital Workplace

Students are encouraged to get more familiar with communicating through social media.

• Sending important information in a meeting
• Providing instant reminders

Social Media
Perhaps the most interesting technologies for communication are social media—Web 2.0, which encourages online interaction, companies use 2.0 technologies, for example, blogs, wikis, videos, and social networking sites. These tools are used on the Internet (for the public), on a company’s intranet (for employee access only), and on extranets (private networks for people outside the company, e.g., customers or franchisees). Examples of social media are shown in Figure 6.

For many companies, social media focuses on user-generated content (UGC), also called consumer-generated media (CGM). This content can be blog entries, product reviews, videos, or other messages posted about a company. As we discussed earlier in the Glassdoor example, this content isn’t always positive. In Chapter 7, we’ll explore how to respond to negative online comments.

The Fortune Global 100 companies are using social media actively. Seventy-nine percent are using at least one of four main social platforms—Twitter, videos, Facebook, and blogs—to communicate with customers. Of these tools, Twitter is the most frequently used. As a student, you may not be excited about Twitter (the average Twitter user is 39 years old), but this has proved useful for companies.

Companies use social media to have a conversation with internal and external audiences.

After introducing a few examples here, we’ll discuss social media— and other technologies—where relevant throughout the book. For example, we’ll explore wikis for team communication, social networking for interpersonal communication, email, blogs, and instant messaging for written communication, user-generated content for customer communication, and videos for oral presentations.

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Blogs
Companies use blogs to connect with employees and customers. Successful blogs are updated regularly with news or commentary, and many encourage interaction through comments, email subscriptions, and RSS (Really Simple Syndication) feeds to share news and other content.

Wegmans, a regional supermarket, has an active blog called “Fresh Stories” to educate and engage customers—and keep them coming back. The blog includes videos, photos, and posts by CEO Danny Wegman. In one recent post, the CEO wrote:

With the spring season upon us (we hope! it’s been a cold April in the Rochester area), I wanted to kick off the season with a fresh story from the farm. I’m hoping you’ll start sharing your growing stories and questions as we experience this new season together.

With a blog, a CEO can build direct relationships with customers and personalize the company, particularly with a conversational voice such as Danny Wegman’s. The Wegmans’ blog also allows open comments, which are not always positive. Following the earthquake and tsunami disasters in Japan, one customer wrote:

Students will learn how to listen to and engage audiences.

Visit the author’s blog at www.bizcominthenews.com for current communication examples.

as we’ll discuss later. The Fortune Global 100’s frequency of social media activity is shown in Figure 7.

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New Content Helps Students:

- Use email, instant messaging, and texting effectively at work.
- Respond to customer comments and complaints online.
- Answer behavioral interview questions and prepare for a case interview.
- Move from diversity to inclusion.
- Adapt communication to multicultural and international audiences.
- Participate in online (web) meetings and videoconferences.
- Create PowerPoint “decks” and represent ideas using creative graphics.
- Manage their online reputation.

Students will understand how to communicate ethically and avoid legal consequences of communication.

ETHICS AND COMMUNICATION

Beyond the legal requirements, companies will expect you to communicate ethically. Consider this situation: Brian Maupin, a Best Buy employee, posted videos about the company on YouTube—a file-front cartoon video, which received over 3.3 million views within two weeks—mocked a customer of “Phone Mart,” desperate for the latest version of the iPhone (Figure 12).

Before Maupin was invited back after being suspended, he created another video poking fun at the company’s policies. This interaction, between the store employees and the woman who “run[s] the ethics department” at the corporate office, illustrates gray areas in communication ethics—and the importance of social media policies.

Was Maupin’s behavior ethical? Most corporate executives would consider the videos disparaging to the company. Although Maupin didn’t expect the videos to be such a huge success, he still publicly disagreed with sales policies, questioned loyalty to a top Best Buy supplier (Apple), and insulted customers. Things worked
Illustrates Principles with Current, Real-World Examples

Business Communication: In Person, In Print, Online is interesting to read. Principles and skills come alive with many examples of communication at work. Students learn how companies use communication to their advantage—and how companies struggle with communication.

Sample annotated letters, emails, blog posts, and other messages illustrate what works well and what could be improved.

- Examples are integrated right into the paragraph text, such as Best Buy’s suspension of an employee for a video posted on YouTube, Toyota’s response to safety recalls, McDonald’s adaptation to international markets, Google’s strategy for hiring, and more.
With strong visual appeal, this edition encourages students to read. Where appropriate, content is presented visually—in tables and graphics. Written in a professional, conversational style, Business Communication: In Person, In Print, Online aids comprehension and reflects business writing in companies today.

- Engaging model documents help students learn the many types of writing—both in print and online. Models provide marginal callouts with detailed writing instructions.

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Reinforces Learning & Promotes Skill-Building with a Variety of Innovative Digital Resources

The eighth edition of *Business Communication: In Person, In Print, Online* integrates the most advanced new technology for student engagement and learning outcomes.

**Aplia™** is dedicated to improving learning by increasing student effort and engagement. You can easily assign frequent online assignments with application-based problem sets authored by Aplia content experts and questions taken directly from this text. Aplia provides students with immediate detailed feedback and features interactive tutorials and a full, interactive digital text. *Aplia’s Preparing for Business Communication* provides students with a grammar tutorial that ensures students are learning core concepts and then actively applying them on a regular basis by practicing with real-world examples.

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**Write Experience** Through an exclusive partnership with a technology company, Cengage Learning’s Write Experience allows you to assess written communication skills without adding to your workload! Write Experience utilizes artificial intelligence to not only score student writing instantly and accurately, but also provide students with detailed revision goals and feedback on their writing to help them improve.

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CengageNOW™ CengageNOW provides all of your teaching and learning resources in one intuitive program organized around the essential activities you perform for class—lecturing, creating assignments, grading, quizzing, and tracking student progress and performance. www.cengage.com/coursemaster

CourseMate™ Cengage Learning’s CourseMate brings course concepts to life with interactive learning, study, and exam preparation tools that support the printed textbook. An interactive Career Transitions tool is also included. And, with CourseMate’s Engagement Tracker feature, you can uncover which concepts are most difficult for your class and monitor student engagement. www.cengage.com/coursemate

Global Economic Watch with KnowNOW! The Watch, a first-of-its-kind resource, stimulates discussion and understanding of the global downturn with easy-to-integrate learning solutions. KnowNOW!, now within The Watch, brings news that’s making a difference into your course with discipline-specific online pages and applications. www.cengage.com/thewatch

WebTutor Jump start your course with customizable, interactive text-specific content within your Course Management System! WebTutor™ provides premium text, multimedia, and assessment content that reinforce chapter concepts. www.cengage.com/webtutor
Supports Instructors with Rich Supplements and Resources

Instructors will find extensive support for the book, for their courses, and for themselves.

Support Resources:

• BizCom in the News, the author's blog that connects current events with communication topics in the book and provides sample discussion questions.

• Email newsletter that summarizes weekly news stories.

• Real company examples and additional videos organized by chapter on the author's blog.

• Instructor's Guide with innovative options for in-class discussion and activities.

• Instructor's Guides and PowerPoint® for the six company scenarios.

• Social media activities and assignments in end-of-chapter exercises, within the company scenarios, and on www.cengagebrain.com.

• PowerPoint® slides with high visual appeal.

• Video clips that complement each chapter.
What’s New in the Eighth Edition?

For All Chapters

- Changed all but one chapter introduction to include more current examples from a variety of companies.
- Updated all 3P exercises—in action and in practice—to provide more interest and to link to chapter introductions.
- Updated approximately 80% of end-of-chapter exercises to provide fresh activities for students and to incorporate more communication technologies.
- Updated communication examples and added company situations to illustrate important principles.
- Identified “Topics of Interest” throughout: ethics in communication, international communication, and communication technologies.
- Replaced the Continuing Case (which will be available on request) with six new company scenarios used throughout the book (with multimedia content online, such as video, an intranet site, and a Twitter page).

Chapter 1: Understanding Business Communication

- Added a section on communication media—traditional and technology-based—to explain the range of options today and how students can choose the best medium for their message.
- Added a section on potential legal and other negative consequences of business communication to help students understand the impact of their on- and offline behavior.
- Moved discussion of ethics to Chapter 1 to complement the discussion of legal consequences. Added current examples to this discussion.

Chapter 2: Team and Intercultural Communication

- Refocused this chapter on intercultural and team communication (from the broader “Contemporary Issues”).
- Took a positive approach to intercultural and team communication—as an organizational strength—and used current examples throughout.
- Broadened discussion of diversity to include “inclusion,” which is commonly used in companies today to mean providing a supportive environment for all employees to succeed.
- Moved discussion of email to Chapter 4 and included sample emails throughout the book.
- Added a section about using technology for working in teams (e.g., wikis).
- Moved discussion of non-discriminatory language from Chapter 5 (Revising) to this section, where we cover gender and other differences at work.
Chapter 3: Interpersonal Skills

- Added a section on using social media to listen to audiences online—a critical way for today’s organizations to engage customers and employees to receive feedback.
- Updated discussion of using a telephone to provide guidance for communicating via office phone, smartphone, text messaging, and Voice over Internet Protocol (VOIP).
- Enhanced discussion of meetings to help students choose an appropriate format for a meeting. Included a review of the best and worst of four types of meetings: face-to-face meetings, conference calls, online meetings, and videoconferences. Added a short discussion of meetings in virtual environments.
- Added guidance for both in-person and virtual meetings to cover the ways people meet in companies today.

Chapter 4: The Writing Process

- Added examples of audience analysis and organization, using the same scenario so that students can compare approaches.
- Added a section about writing for different media with guidance for writing emails, memos, letters, and for the web. Incorporated the discussion of formatting into these sub-sections to reflect different medium choices.

Chapter 5: Revising Your Writing

- Updated examples to be more current and to demonstrate how to revise different forms of communication (e.g., a PowerPoint slide, email).
- Moved discussion of non-discriminatory language to Chapter 2 (Team and Intercultural Communication), where we cover gender and other differences at work.

Chapter 6: Neutral and Positive Messages

- Reoriented the chapter around neutral and positive messages to provide more definition and focus.
- Expanded the discussion of customer communication beyond claim and adjustment letters.
- Added a section with guidance for writing and sending instant messages for routine communication.
- Added a flowchart to help students determine whether and how to respond to social media posts, which challenges even experienced managers.
- Included several examples of online posts to provide guidance for online customer communication, including responding to positive feedback and anticipating customers’ needs.
What’s New in the Eighth Edition?

Chapter 7: Persuasive Messages

- Moved discussion of logos, pathos, and ethos from Chapter 4 (The Writing Process) to this chapter to emphasize these strategies for persuasive communication.

- Added several examples to illustrate persuasive strategies for websites, email, videos, and PowerPoint.

- Reoriented discussion of a persuasive claim to a more current topic: responding to customer complaints online.

- Added guidance for students to respond to negative online posts using the social media response guidelines introduced in Chapter 6. Added a variety of examples of negative customer feedback and how companies should best respond.

Chapter 8: Bad-New Messages

- Refocused discussion of refusing a claim to refusing a customer request so that students understand how to address more current scenarios.

- Expanded discussion of buffers to help students decide what is appropriate and what may be too much of a buffer to be considered ethical.

- Added examples and guidance for communicating layoffs, one of the most difficult parts of a manager’s job today.

Chapter 9: Managing Data and Planning the Report

- Expanded the discussion of searching for sources of data to compare web searches (Google and Google Scholar), a library database, and Wikipedia.

- Updated guidance for evaluating the quality of Internet sources and research studies, using a Twitter example to illustrate misinformation online.

- Updated the section on primary research to reflect newer ways that people distribute surveys.

- Refocused the section on visual communication and replaced examples of types of charts.

- Expanded discussion of ethics in displaying quantitative information—a more prevalent topic today.

Chapter 10: Writing the Report

- Updated the types of report formats to include reports written using presentation software, such as PowerPoint decks, which are increasingly common and, for many organizations, the primary report format.

- Added comparisons throughout the chapter of a traditional (text-based) format and a PowerPoint report so that students understand the difference and learn to create both.

- Revised section on documenting sources to reflect footnotes as the business writing standard.
What’s New in the Eighth Edition?

Chapter 11: Oral Presentations

• Repositioned the section on types of presentations to emphasize the extemporaneous style, which is most common and most desired in business today.
• Added guidance for delivering presentations to an international audience.
• Added suggestions for delivering presentations with minimal visual support (more graphics and less bulleted text)—an increasingly popular style.
• Added sections on delivering online presentations and using videos in presentations.
• Expanded guidance for creating presentation slides: presenting main points clearly, using organizing slides and slide trackers, choosing an attractive design, and creating graphics.

Chapter 12: Employment Communication

• Updated guidance on résumé formats with research from employers. Included new options such as online and video résumés.
• Added types of email messages sent to prospective employers: emails as cover letters, networking or inquiry emails, and thank-you emails.
• Included typical questions students have about how to express identifying information, education, and other relevant information on a résumé.
• Added guidance for communicating throughout the selection process, which typically is difficult for students to navigate.
• Refocused the section on interviewing to emphasize behavioral interviewing (a common type of interview for college students) and case interviews. Included tips for video interviews.
• Updated section on business etiquette.
• Added a section on managing an online reputation with practical advice for students to present themselves well to prospective employers who search for them online (which most now do).

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