

GLOBAL
EDITION



Business Communication Essentials

SEVENTH EDITION

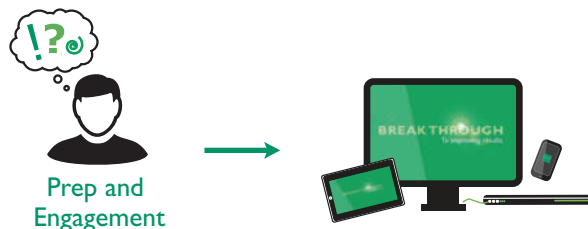
Courtland L. Bovée • John V. Thill

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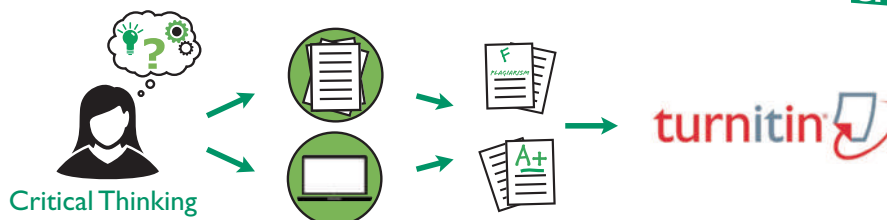
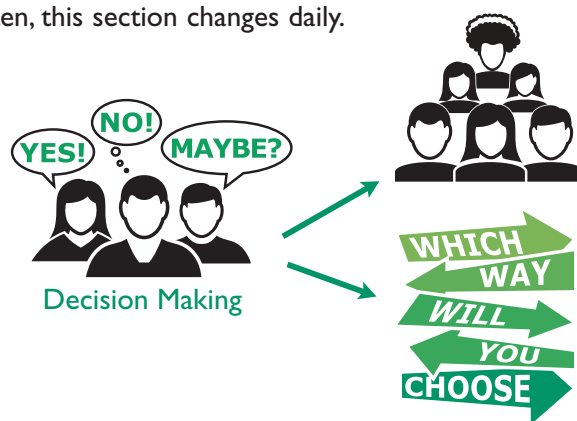
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Today's students are holding the future of business communication in their hands

As another disruptive technology redefines business communication, Bovée and Thill are once again the first to respond with current, comprehensive, and fully integrated coverage.

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication.

“Mobile is the most disruptive technology that I have seen in 48 years in Silicon Valley.”¹

—Venture capitalist
Joe Schoendorf

The mobile revolution: key facts and figures

Smart business leaders know they must adapt and respond to the rise of mobile usage by consumers and employees.²

REAL-TIME UPDATES
LEARN MORE BY VISITING THIS WEBSITE

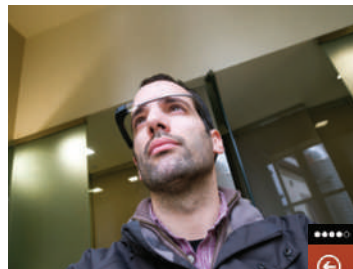
The mobile revolution by the numbers

Explore dozens of statistical measures that show the impact of mobile communication. Go to <http://real-timeupdates.com/bce7>. Under “Students,” click on “Learn More.”

- For millions of people, a mobile device is their primary way, if not their only way, to access the Internet.
- Globally, 80 percent of Internet users access the web at least some of the time with a mobile device.
- Mobile has become the primary communication tool for many business professionals, including a majority of executives under age 40.
- Email and web browsing rank first and second in terms of the most common nonvoice uses of smartphones.
- More email messages are now opened on mobile devices than on PCs.
- Roughly half of U.S. consumers use a mobile device exclusively for their online search needs.
- Many online activities that eventually migrate to a PC screen start out on a mobile screen.

Bovée and Thill's coverage of mobile business communication includes these important topics:

- *The Mobile Revolution*
- *The Rise of Mobile as a Communication Platform*
- *How Mobile Technologies Are Changing Business Communication*
- *Collaboration via Mobile Devices*
- *Business Etiquette Using Mobile Devices*
- *The Unique Challenges of Communication on Mobile Devices*
- *Writing Messages for Mobile Devices*
- *Designing Messages for Mobile Devices*
- *Optimizing Content for Mobile Devices*
- *Visual Media on Mobile Devices*
- *Creating Promotional Messages for Mobile Devices*
- *Integrating Mobile Devices in Presentations*



Integrated coverage and student activities

As with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages.

With in-depth, integrated coverage of the challenges and opportunities that mobile presents, *Business Communication Essentials*, 7th Edition, helps students adapt their personal use of mobile devices to the unique demands of business communication. Through a variety of annotated model messages, questions, activities, and cases, students will gain valuable skills in the art of communicating via mobile devices.

EMAIL SKILLS/MOBILE SKILLS

6-30. Media Skills: Email [LO-4] The size limitations of smartphone screens call for a different approach to writing (see page 141) and formatting (see page 162) documents.

Your task: On the website of any company that interests you, find a news release (some companies refer to them as *press releases*) that announces the other writing app at in a way that would

PRESENTATION SKILLS/MOBILE SKILLS

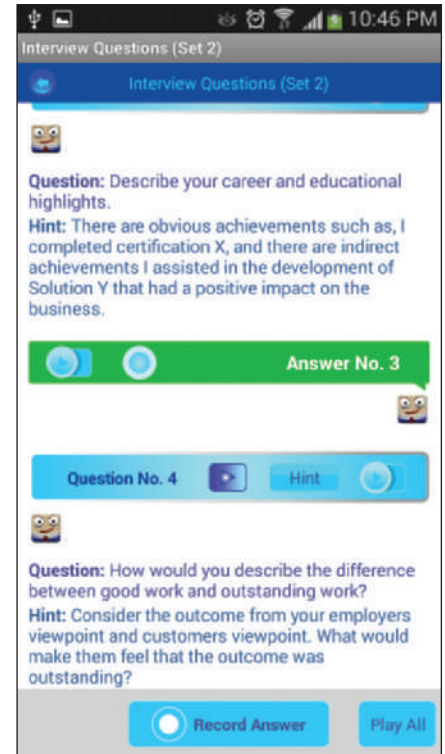
12-23. Presentations: Designing Presentation Visuals; Mobile Media [LO-4] On SlideShare or any other source, find a business presentation on any topic that interests you.

Your task: Re-create the first five slides in the presentation in a manner that will make them more mobile-friendly. Create as many additional slides as you need.

With realistic examples, pointers to dozens of business communication apps, and a full range of questions and projects, Business Communication Essentials highlights the best current practices in mobile business communication.

MOBILE APPS

Pocket Letter Pro includes templates for a variety of letter types to simplify writing business letters on your mobile device.

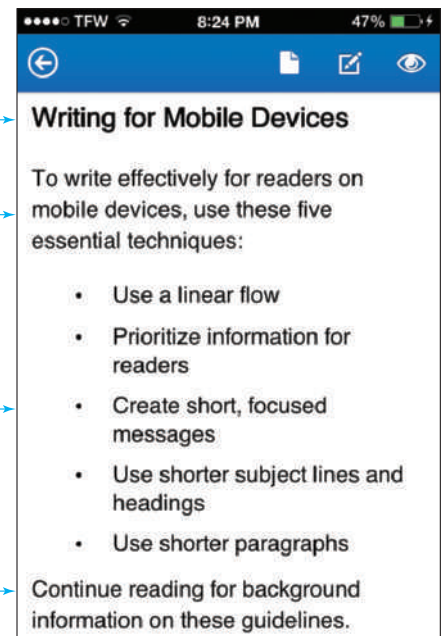


Optimizing for mobile includes writing short headlines that get right to the point.

This introduction conveys only the information readers need in order to grasp the scope of the article.

All the key points of the documents appear here on the first screen.

Readers who want more detail can swipe down for background information on the five points.



1. "The Mobile Revolution Is Just Beginning," press release, Word Economic Forum, 13 September 2013, www.weforum.org.

2. "More Than Nine in 10 Internet Users Will Go Online via Phone," eMarketer, 6 January 2014, www.emarketer.com; Christina "CK" Kerley, *The Mobile Revolution & B2B*, white paper, 2011, www.b2bmobilerevolution.com; Jordie van Rijn, "The Ultimate Mobile Email Statistics Overview," Emailmonday.com, accessed 9 February 2014, www.emailmonday.com; Jessica Lee, "46% of Searchers Now Use Mobile Exclusively to Research [Study]," Search Engine Watch, 1 May 2013, <http://searchenginewatch.com>.

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EDITION

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Business Communication Essentials

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Contents in Brief

Preface 17

Prologue 37

PART 1 Business Communication Foundations 45

1 Professional Communication in Today's Digital, Social, Mobile World 47

2 Collaboration, Interpersonal Communication, and Business Etiquette 79

PART 2 The Three-Step Writing Process 101

3 Planning Business Messages 103

4 Writing Business Messages 125

5 Completing Business Messages 151

PART 3 Brief Business Messages 171

6 Crafting Messages for Digital Channels 173

7 Writing Routine and Positive Messages 205

8 Writing Negative Messages 227

9 Writing Persuasive Messages 255

PART 4 Longer Business Messages 279

10 Understanding and Planning Reports and Proposals 281

11 Writing and Completing Reports and Proposals 307

12 Developing and Delivering Business Presentations 353

PART 5 Employment Messages and Job Interviews 381

13 Building Careers and Writing Résumés 383

14 Applying and Interviewing for Employment 411

APPENDIX **A** Format and Layout of Business Documents 441

APPENDIX **B** Documentation of Report Sources 457

APPENDIX **C** Correction Symbols 463

Handbook of Grammar, Mechanics, and Usage 467

Answer Keys 499

Index 503

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Contents

Preface 17
Prologue 37

PART 1 Business Communication Foundations 45

1 Professional Communication in Today's Digital, Social, Mobile World 47

COMMUNICATION MATTERS . . . 47

Understanding Why Communication Matters 48

Communication Is Important to Your Career 48
Communication Is Important to Your Company 49
What Makes Business Communication Effective? 49

Communicating as a Professional 50

Understanding What Employers Expect from You 52
Communicating in an Organizational Context 52
Adopting an Audience-Centered Approach 52

Exploring the Communication Process 53

The Basic Communication Model 53
The Social Communication Model 54

The Mobile Revolution 55

The Rise of Mobile as a Communication Platform 55
How Mobile Technologies Are Changing Business
Communication 56

Committing to Ethical Communication 59

Distinguishing Ethical Dilemmas from Ethical Lapses 59
Making Ethical Choices 60

Communicating in a World of Diversity 60

The Advantages and Challenges of a Diverse Workforce 61
Key Aspects of Cultural Diversity 62
Advice for Improving Intercultural Communication 64

Using Technology to Improve Business Communication 65

Keeping Technology in Perspective 67
Using Tools Productively 67
Guarding Against Information Overload 67
Reconnecting with People Frequently 67

Chapter Review and Activities 72

Test Your Knowledge 73

Apply Your Knowledge 73

Practice Your Skills 73

Expand Your Skills 75

Improve Your Grammar, Mechanics, and Usage 75

Endnotes 76

2 Collaboration, Interpersonal Communication, and Business Etiquette 79

COMMUNICATION MATTERS . . . 79

Communicating Effectively in Teams 80

Advantages and Disadvantages of Teams 80
Characteristics of Effective Teams 80

Collaborating on Communication Efforts 81

Guidelines for Collaborative Writing 81
Technologies for Collaborative Writing 82
Giving—and Responding to—Constructive Feedback 83

Making Your Meetings More Productive 84

Preparing for Meetings 84
Conducting and Contributing to Efficient Meetings 84
Putting Meeting Results to Productive Use 85
Using Meeting Technologies 86

Improving Your Listening Skills 87

Recognizing Various Types of Listening 88
Understanding the Listening Process 88
Overcoming Barriers to Effective Listening 89

Improving Your Nonverbal Communication Skills 89

Developing Your Business Etiquette 91

Business Etiquette in the Workplace 91
Business Etiquette in Social Settings 92
Business Etiquette Online 93
Business Etiquette Using Mobile Devices 93

Chapter Review and Activities 94

Test Your Knowledge 95

Apply Your Knowledge 95

Practice Your Skills 95

Expand Your Skills 97

Improve Your Grammar, Mechanics, and Usage 97

Endnotes 98

PART 2 The Three-Step Writing Process 101

3 Planning Business Messages 103

COMMUNICATION MATTERS . . . 103

Understanding the Three-Step Writing Process 104

Analyzing the Situation 105

Defining Your Purpose 105
Developing an Audience Profile 105

Gathering Information 106
 Uncovering Audience Needs 107
 Providing Required Information 108

Selecting the Best Combination of Media and Channels 108
 The Most Common Media and Channel Options 108
 Factors to Consider When Choosing Media and Channels 114

Organizing Your Message 114
 Defining Your Main Idea 115
 Limiting Your Scope 115
 Choosing Between Direct and Indirect Approaches 116
 Outlining Your Content 116
 Building Reader Interest with Storytelling Techniques 118

Chapter Review and Activities 120
Test Your Knowledge 121
Apply Your Knowledge 121
Practice Your Skills 121
Expand Your Skills 122
Improve Your Grammar, Mechanics, and Usage 123
Endnotes 124

4 Writing Business Messages 125

COMMUNICATION MATTERS . . . 125

Adapting to Your Audience: Being Sensitive to Your Audience’s Needs 126
 Adopting the “You” Attitude 126
 Maintaining Standards of Etiquette 126
 Emphasizing the Positive 127
 Using Bias-Free Language 128

Adapting to Your Audience: Building Strong Relationships 129
 Establishing Your Credibility 129
 Projecting Your Company’s Image 131

Adapting to Your Audience: Controlling Your Style and Tone 131
 Creating a Conversational Tone 131
 Using Plain Language 132
 Selecting Active or Passive Voice 133

Composing Your Message: Choosing Powerful Words 133
 Balancing Abstract and Concrete Words 134
 Finding Words That Communicate Well 135

Composing Your Message: Creating Effective Sentences 137
 Choosing from the Four Types of Sentences 137
 Using Sentence Style to Emphasize Key Thoughts 138

Composing Your Message: Crafting Coherent Paragraphs 139
 Creating the Elements of a Paragraph 139
 Developing Paragraphs 141

Writing Messages for Mobile Devices 141

Chapter Review and Activities 144
Test Your Knowledge 144
Apply Your Knowledge 145
Practice Your Skills 145
Expand Your Skills 147
Improve Your Grammar, Mechanics, and Usage 147
Endnotes 149

5 Completing Business Messages 151

COMMUNICATION MATTERS . . . 151

Revising Your Message: Evaluating the First Draft 152
 Evaluating Your Content, Organization, and Tone 152
 Evaluating, Editing, and Revising the Work of Other Writers 152

Revising to Improve Readability 155
 Varying Sentence Length 155
 Keeping Your Paragraphs Short 155
 Using Lists and Bullets to Clarify and Emphasize 155
 Adding Headings and Subheadings 156

Editing for Clarity and Conciseness 156
 Editing for Clarity 156
 Editing for Conciseness 158

Producing Your Message 158
 Designing for Readability 158
 Designing Messages for Mobile Devices 162

Proofreading Your Message 162

Distributing Your Message 163

Chapter Review and Activities 164
Test Your Knowledge 165
Apply Your Knowledge 165
Practice Your Skills 165
Expand Your Skills 168
Improve Your Grammar, Mechanics, and Usage 168
Endnotes 169

PART 3 Brief Business Messages 171

6 Crafting Messages for Digital Channels 173

COMMUNICATION MATTERS . . . 173

Digital Channels for Business Communication 174
 Media Choices for Brief Messages 174
 Compositional Modes for Digital Media 175
 Creating Content for Social Media 177
 Optimizing Content for Mobile Devices 177

Social Networks 178
 Business Communication Uses of Social Networks 179
 Strategies for Business Communication on Social Networks 180

Information and Media Sharing Sites 181
 User-Generated Content Sites 181
 Content Curation Sites 181
 Community Q&A Sites 184

Email 184
 Planning Email Messages 184
 Writing Email Messages 185
 Completing Email Messages 186

Instant Messaging and Text Messaging 186
 Understanding the Benefits and Risks of IM 187
 Adapting the Three-Step Process for Successful IM 188

Blogging and Microblogging	189
Understanding the Business Applications of Blogging	189
Adapting the Three-Step Process for Successful Blogging	191
Microblogging	192
Podcasting	194
Chapter Review and Activities	195
Test Your Knowledge	196
Apply Your Knowledge	196
Practice Your Skills	196
Expand Your Skills	198
Improve Your Grammar, Mechanics, and Usage	200
Endnotes	202

7 Writing Routine and Positive Messages 205

COMMUNICATION MATTERS . . . 205

Strategy for Routine Requests	206
Stating Your Request Up Front	206
Explaining and Justifying Your Request	206
Requesting Specific Action in a Courteous Close	206
Common Examples of Routine Requests	206
Asking for Information or Action	207
Asking for Recommendations	207
Making Claims and Requesting Adjustments	207
Strategy for Routine Replies and Positive Messages	210
Starting with the Main Idea	210
Providing Necessary Details and Explanation	210
Ending with a Courteous Close	212
Common Examples of Routine Replies and Positive Messages	212
Answering Requests for Information or Action	212
Granting Claims and Requests for Adjustment	212
Providing Recommendations and References	213
Sharing Routine Information	213
Announcing Good News	213
Fostering Goodwill	216
Chapter Review and Activities	218
Test Your Knowledge	219
Apply Your Knowledge	219
Practice Your Skills	219
Expand Your Skills	221
Improve Your Grammar, Mechanics, and Usage	224
Endnotes	226

8 Writing Negative Messages 227

COMMUNICATION MATTERS . . . 227

Using the Three-Step Writing Process for Negative Messages	228
Step 1: Planning Negative Messages	228
Step 2: Writing Negative Messages	229
Step 3: Completing Negative Messages	230
Using the Direct Approach for Negative Messages	230
Opening with a Clear Statement of the Bad News	230
Providing Reasons and Additional Information	230
Closing on a Respectful Note	231

Using the Indirect Approach for Negative Messages	231
Opening with a Buffer	232
Providing Reasons and Additional Information	233
Continuing with a Clear Statement of the Bad News	233
Closing on a Respectful Note	234

Sending Negative Messages on Routine Business Matters 234

Making Negative Announcements on Routine Business Matters	235
Rejecting Suggestions and Proposals	235
Refusing Routine Requests	235
Handling Bad News About Transactions	235
Refusing Claims and Requests for Adjustment	237
Sending Negative Employment Messages	238
Refusing Requests for Recommendations	238
Refusing Social Networking Recommendation Requests	240
Rejecting Job Applications	240
Giving Negative Performance Reviews	241
Terminating Employment	242

Sending Negative Organizational News 242

Responding to Negative Information in a Social Media Environment 244

Chapter Review and Activities	245
Test Your Knowledge	246
Apply Your Knowledge	246
Practice Your Skills	247
Expand Your Skills	248
Improve Your Grammar, Mechanics, and Usage	252
Endnotes	253

9 Writing Persuasive Messages 255

COMMUNICATION MATTERS . . . 255

Using the Three-Step Writing Process for Persuasive Messages 256

Step 1: Planning Persuasive Messages	256
Step 2: Writing Persuasive Messages	257
Step 3: Completing Persuasive Messages	259
Developing Persuasive Business Messages	259
Framing Your Arguments	259
Balancing Emotional and Logical Appeals	260
Reinforcing Your Position	262
Anticipating Objections	262
Avoiding Common Mistakes in Persuasive Communication	263

Common Examples of Persuasive Business Messages 263

Persuasive Requests for Action	263
Persuasive Presentation of Ideas	265
Persuasive Claims and Requests for Adjustments	266
Developing Marketing and Sales Messages	266
Planning Marketing and Sales Messages	266
Writing Conventional Marketing and Sales Messages	267
Writing Promotional Messages for Social Media	268
Creating Promotional Messages for Mobile Devices	269
Maintaining High Ethical and Legal Standards	269

Chapter Review and Activities	270
Test Your Knowledge	271
Apply Your Knowledge	271
Practice Your Skills	271

Expand Your Skills 273
Improve Your Grammar, Mechanics, and Usage 277
Endnotes 278

PART 4 Longer Business Messages 279

10 Understanding and Planning Reports and Proposals 281

COMMUNICATION MATTERS . . . 281

Applying the Three-Step Writing Process to Reports and Proposals 282

Analyzing the Situation 283
Gathering Information 283
Selecting the Right Combination of Media and Channels 283
Organizing Your Information 284

Supporting Your Messages with Reliable Information 285

Planning Your Research 286
Locating Data and Information 287
Evaluating Information Sources 287
Using Your Research Results 288

Conducting Secondary Research 289

Finding Information at a Library 289
Finding Information Online 290
Documenting Your Sources 291

Conducting Primary Research 291

Conducting Surveys 292
Conducting Interviews 292

Planning Informational Reports 292

Organizing Informational Reports 293
Organizing Website Content 293

Planning Analytical Reports 294

Focusing on Conclusions 294
Focusing on Recommendations 294
Focusing on Logical Arguments 295

Planning Proposals 296

Chapter Review and Activities 299

Test Your Knowledge 300
Apply Your Knowledge 300
Practice Your Skills 300
Expand Your Skills 302

Improve Your Grammar, Mechanics, and Usage 305
Endnotes 306

11 Writing and Completing Reports and Proposals 307

COMMUNICATION MATTERS . . . 307

Writing Reports and Proposals 308

Adapting to Your Audience 308
Drafting Report Content 308
Drafting Proposal Content 310

Writing for Websites and Wikis 312

Drafting Website Content 312
Collaborating on Wikis 312

Illustrating Your Reports with Effective Visuals 313

Choosing the Right Visual for the Job 314
Designing Effective Visuals 321

Completing Reports and Proposals 323

Producing Formal Reports and Proposals 324
Distributing Reports and Proposals 343

Chapter Review and Activities 343

Test Your Knowledge 344

Apply Your Knowledge 344

Practice Your Skills 344

Expand Your Skills 345

Improve Your Grammar, Mechanics, and Usage 349

Endnotes 350

12 Developing and Delivering Business Presentations 353

COMMUNICATION MATTERS . . . 353

Planning a Presentation 354

Analyzing the Situation 355
Selecting the Best Media and Channels 355
Organizing a Presentation 355

Developing a Presentation 359

Adapting to Your Audience 359
Crafting Presentation Content 360

Enhancing Your Presentation with Effective Visuals 363

Choosing Structured or Free-Form Slides 363
Designing Effective Slides 365
Integrating Mobile Devices in Presentations 369

Completing a Presentation 369

Finalizing Your Slides 369
Creating Effective Handouts 370
Choosing Your Presentation Method 370
Practicing Your Delivery 370

Delivering a Presentation 372

Overcoming Anxiety 372
Handling Questions Responsively 373
Embracing the Backchannel 373
Giving Presentations Online 374

Chapter Review and Activities 375

Test Your Knowledge 376

Apply Your Knowledge 376

Practice Your Skills 376

Expand Your Skills 377

Improve Your Grammar, Mechanics, and Usage 379

Endnotes 380

PART 5 Employment Messages and Job Interviews 381

13 Building Careers and Writing Résumés 383

COMMUNICATION MATTERS . . . 383

Finding the Ideal Opportunity in Today's Job Market 384

Writing the Story of You 384
Learning to Think Like an Employer 384
Researching Industries and Companies
of Interest 384

Translating Your General Potential into a Specific Solution
for Each Employer 386

Taking the Initiative to Find Opportunities 386

Building Your Network 387

Seeking Career Counseling 387

Avoiding Mistakes 388

Planning Your Résumé 388

Analyzing Your Purpose and Audience 388

Gathering Pertinent Information 390

Selecting the Best Media and Channels 390

Organizing Your Résumé Around Your Strengths 390

Addressing Areas of Concern 391

Writing Your Résumé 391

Keeping Your Résumé Honest 392

Adapting Your Résumé to Your Audience 392

Composing Your Résumé 392

Completing Your Résumé 396

Revising Your Résumé 396

Producing Your Résumé 400

Proofreading Your Résumé 402

Distributing Your Résumé 404

Chapter Review and Activities 404

Test Your Knowledge 405

Apply Your Knowledge 405

Practice Your Skills 405

Expand Your Skills 406

Improve Your Grammar, Mechanics, and Usage 408

Endnotes 409

14 Applying and Interviewing for Employment **411**

COMMUNICATION MATTERS . . . 411

Submitting Your Résumé 412

Writing Application Letters 412

Following Up After Submitting a Résumé 416

Understanding the Interviewing Process 417

The Typical Sequence of Interviews 417

Common Types of Interviews 417

Interview Media 418

What Employers Look for in an Interview 419

Preemployment Testing and Background Checks 420

Preparing for a Job Interview 420

Learning About the Organization 421

Thinking Ahead About Questions 422

Boosting Your Confidence 423

Polishing Your Interview Style 423

Presenting a Professional Image 425

Being Ready When You Arrive 426

Interviewing for Success 426

The Warm-Up 426

The Question-and-Answer Stage 427

The Close 428

Interview Notes 429

Following Up After an Interview 429

Follow-Up Message 429

Message of Inquiry 429

Request for a Time Extension 430

Letter of Acceptance 430

Letter Declining a Job Offer 432

Letter of Resignation 432

Chapter Review and Activities 432

Test Your Knowledge 433

Apply Your Knowledge 433

Practice Your Skills 433

Expand Your Skills 435

Improve Your Grammar, Mechanics, and Usage 436

Endnotes 438

APPENDIX A

Format and Layout of Business Documents 441

First Impressions 441

Paper 441

Customization 441

Appearance 441

Letters 442

Standard Letter Parts 442

Additional Letter Parts 446

Letter Formats 448

Envelopes 450

Addressing the Envelope 450

Folding to Fit 451

International Mail 451

Memos 453

Reports 454

Margins 454

Headings 454

Page Numbers 454

Endnotes 455

APPENDIX B

Documentation of Report Sources 457

Chicago Humanities Style 457

In-Text Citation—*Chicago* Humanities Style 457

Bibliography—*Chicago* Humanities Style 458

APA Style 459

In-Text Citation—APA Style 460

List of References—APA Style 460

MLA Style 460

In-Text Citation—MLA Style 460

List of Works Cited—MLA Style 461

APPENDIX C

Correction Symbols 463

Content and Style 463

Grammar, Mechanics, and Usage 464

Proofreading Marks 465

**Handbook of Grammar, Mechanics,
and Usage 467**

Diagnostic Test of English Skills 467

Assessment of English Skills 469

Essentials of Grammar, Mechanics, and Usage 469

1.0 Grammar 469

1.1 Nouns 469

1.2 Pronouns 471

1.3 Verbs 473

1.4 Adjectives 476

1.5 Adverbs 477

1.6 Other Parts of Speech 478

1.7 Sentences 480

14 Contents

2.0 Punctuation 484

- 2.1 Periods 484
- 2.2 Question Marks 484
- 2.3 Exclamation Points 484
- 2.4 Semicolons 484
- 2.5 Colons 484
- 2.6 Commas 485
- 2.7 Dashes 487
- 2.8 Hyphens 487
- 2.9 Apostrophes 487
- 2.10 Quotation Marks 487
- 2.11 Parentheses and Brackets 488
- 2.12 Ellipses 488

3.0 Mechanics 489

- 3.1 Capitalization 489
- 3.2 Underscores and Italics 491
- 3.3 Abbreviations 491

3.4 Numbers 491

3.5 Word Division 492

4.0 Vocabulary 493

4.1 Frequently Confused Words 493

4.2 Frequently Misused Words 495

4.3 Frequently Misspelled Words 496

4.4 Transitional Words and Phrases 497

Practice Session Answers 498

Answer Keys 499

Index 503

Real-Time Updates—Learn More

Real-Time Updates—Learn More is a unique feature you will see strategically located throughout the text, connecting you with dozens of carefully selected online media items. These elements—categorized by the icons shown below representing interactive websites, online videos, infographics, PowerPoint presentations, podcasts, PDF files, and articles—complement the text’s coverage by providing contemporary examples and valuable insights from successful professionals.



REAL-TIME UPDATES LEARN MORE BY READING THIS ARTICLE

Twelve reasons why talking can be better than texting	67
The benefits of mobile collaboration	83
Turn listening into a competitive advantage	88
Improve your professional “curb appeal”	90
Simple steps to improve social media etiquette	93
Building credibility online	130
Take your communication skills from good to great	132
Practical tips for more-effective sentences	138
Improve your document designs by learning the fundamentals of typography	161
Should you email, text, or pick up the phone?	175
Telling compelling stories on social media	176
Etiquette guidelines for instant messaging	188
Ten years later, are business blogs still a good investment?	189
Twitter tips for beginners	192
Simple rules for writing effective thank-you notes	217
Dissecting the apology letter from Target’s CEO	231
Using stories to persuade	260
Fifty tips for being more persuasive	263
Inspire your presentations with advice from these bloggers	369
Two secrets to presenting like a pro	372
Smart strategies to explain gaps in your work history	391
Don’t let these mistakes cost you an interview	404
The ultimate interview preparation checklist	421
Prepare your answers to these tough interview questions	422



REAL-TIME UPDATES LEARN MORE BY LISTENING TO THIS PODCAST

How to keep small battles from escalating into big ones	81
Tips for proofing your papers	163
Expert tips for successful phone interviews	426



REAL-TIME UPDATES LEARN MORE BY WATCHING THIS VIDEO

Positive ways to engage when you pick up negative social commentary	244
Persuasion skills for every business professional	259
Understand the basics of perception	314
Dealing with the difficult four	355
Nancy Duarte’s five rules for presentations	355
How to establish an emotional connection with any audience	360
Learn to use LinkedIn’s résumé builder	395
Video interviewing on Skype	419
Stay calm by pressing your “panic reset button”	428



REAL-TIME UPDATES LEARN MORE BY READING THIS PDF

Dig deep into audience needs with this planning tool	107
Get detailed advice on using bias-free language	128



REAL-TIME UPDATES LEARN MORE BY VIEWING THIS PRESENTATION

A business-focused model for identifying cultural differences	65
Smart advice for brainstorming sessions	116
Get helpful tips on creating an outline for any project	118



REAL-TIME UPDATES LEARN MORE BY VISITING THIS INTERACTIVE WEBSITE

Grammar questions? Click here for help	134
How much are you worth?	416
Prepare for your next interview with these Pinterest pins	426



REAL-TIME UPDATES LEARN MORE BY VISITING THIS WEBSITE

Check out the cutting edge of business communication	49
The mobile revolution by the numbers	56
Social media disclosure guidelines that ensure transparency	60
Expert advice on making technologies usable	142
See the newest designs from some of the brightest minds in typography	162
Asking for recommendations on LinkedIn	207

Get expert tips on writing (or requesting) a letter of recommendation	213
Communication pros discuss the latest events in crisis communication	244
Best practices in mobile marketing	269
Get clear answers to murky copyright questions	287
Learn to use Google more effectively	290
Try these 100 serious search tools	291
Step-by-step advice for developing a successful business plan	293
Data visualization and infographics gateway	319
Ten tools for creating infographics	321
Ideas for using Instagram for business communication	321
Great advice for getting started in digital video	321
The latest tools and trends in presentations	363
Advice and free templates for more-effective slideuments	366

Converting your résumé to a CV	389
Find the keywords that will light up your résumé	393



REAL-TIME UPDATES

LEARN MORE BY READING THIS INFOGRAPHIC

Whatever happened to live conversation?	94
Are you living up to your creative potential?	115
See how expensive poor customer service really is	231
Decide how to respond to online reputation attacks	245
The color of persuasion	266
See how an applicant tracking system handles your résumé	392
Get a quick reminder of the key steps in preparing for an interview	425

Preface

Major Changes and Improvements in This Edition

Here are the major changes in the Seventh Edition of *Business Communication Essentials*:

- Groundbreaking coverage of mobile business communication; please see the next page for more information
- New text sections:
 - Using All the Job-Search Tools at Your Disposal (Prologue)
 - The Mobile Revolution (Chapter 1)
 - The Rise of Mobile as a Communication Platform
 - How Mobile Technologies Are Changing Business Communication
 - Collaboration via Mobile Devices (Chapter 2)
 - Putting Meeting Results to Productive Use (Chapter 2)
 - Business Etiquette Using Mobile Devices (Chapter 2)
 - Selecting the Best Combination of Media and Channels (Chapter 3)
 - The Unique Challenges of Communication on Mobile Devices (Chapter 3)
 - Writing Messages for Mobile Devices (Chapter 4)
 - Designing Messages for Mobile Devices (Chapter 5)
 - Optimizing Content for Mobile Devices (Chapter 6)
 - Creating Promotional Messages for Mobile Devices (Chapter 9)
 - Organizing a Presentation (Chapter 12)
 - Integrating Mobile Devices in Presentations (Chapter 12)
 - Choosing a Design Strategy for Your Résumé (Chapter 13)
- Coverage of emerging issues that are reshaping business communication, including *digital information fluency* and the *bring your own device (BYOD)* phenomenon
- Coverage of *linear* and *nonlinear presentations*, discussing the relative strengths of slide-based presentations (linear) and Prezi-style presentations (nonlinear)
- Revised treatment of media and channels; to reflect the continuing evolution of digital formats, we now categorize media choices as *oral*, *written*, and *visual*, each of which can be delivered through *digital* and *nondigital channels* to create six basic combinations
- More than 40 new business communication examples and figures—and the illustration portfolio for the Seventh Edition includes more than two dozen mobile communication examples and more than two dozen social media examples
- New exercises and activities that focus on mobile communication
- A selection of communication cases that challenge students to craft messages for mobile devices; overall, more than 30 percent of the cases are new in this edition

As Another Disruptive Technology Transforms Business Communication, Bovée and Thill Again Lead the Field with Innovative Coverage

The history of business communication over the past couple of decades has been one of almost constant change. The first major wave was the digital revolution, replacing much of the print communication of the past with email, instant messaging, web content, and other new forms. Then came social media, which fundamentally redefined the relationship between businesses and their stakeholders. And now comes the third wave, and it's proving to be every bit as disruptive—and full of exciting possibilities—as the first two.

Mobile communication, and mobile connectivity in the larger sense, is changing the way business communicators plan, create, and distribute messages. Mobile devices are overtaking PCs as the primary digital communication tool for millions of consumers, employees, and executives, and businesses that don't get mobile-friendly in a hurry will fall behind.

For business communicators, the shift to mobile involves much more than the constraints of small screens and new input technologies. The ability to reach people anywhere at any time can be a huge advantage, but the mobile communication experience can also be a major challenge for senders and receivers alike. It requires new ways of thinking about information, message structures, and writing styles. With the notion of *radical connectivity* (see page 57), for example, many communication experiences are no longer about “batch processing” large, self-contained documents. Instead, communication is taking on the feel of an endless conversation, with recipients picking up smaller bits of information as needed, in real time, from multiple sources.

The fundamental skills of writing, listening, presenting, and so on will always be essential, of course, but those skills must be executed in a contemporary business context. That's why Bovée and Thill texts carefully blend technology awareness and skills with basic communication skills and practices. The new coverage of mobile communication is deeply integrated throughout the Seventh Edition, with major new sections in many chapters and important updates in other places, along with a variety of new questions, activities, and cases.

Welcome to the wild new world of mobile business communication!

Why Business Communication Instructors Continue to Choose Bovée and Thill

- **Market-leading innovation.** The unique new coverage of mobile communication in this edition is just one example of how for more than three decades, Bovée and Thill texts have pioneered coverage of emerging trends and their implications for business communication. They were the first authors in the field to give in-depth coverage to digital media, then social media, and now mobile communication.
- **Up-to-date coverage that reflects today's business communication practices and employer expectations.** Technology, globalization, and other forces have dramatically changed the practice of business communication in recent years, even to the point of altering how people read and how messages should be constructed. To prepare students for today's workplace, the business communication course needs to address contemporary skills, issues, and concepts.
- **Practical advice informed by deep experience.** Beyond the research and presentation of new ideas and tools, Bovée and Thill are among the most active and widely followed users of social media in the entire field of business communication. They don't just write about new concepts; they have years of hands-on experience with social media, blogging, content curation, search technologies, and other important tools. They are active participants in more than 45 social media sites.



Scopied by Bovee & Thill's Online Magazines for Business Communication

Business Communication Instruction: How Students Can Learn More Through Online Media



From www.youtube.com - June 15, 7:58 PM

Business Communication Instruction: How Students Can Learn More "Learn More" media items (more than 60 in all) integrate Bovee & Thill textbooks with online materials.

- **Engaging coverage of real companies and contemporary issues in business communication.** Bovee and Thill texts emphasize companies and issues students already know about or are likely to find intriguing. For example, cases in recent editions have addressed location-based social networking (the business communication implications of the FourSquare game app), employer restrictions on social media, and the use of Twitter in the job-search process.
- **Integrated learning.** In sharp contrast to texts that tack on coverage of social media and other new topics, Bovee and Thill continually revise their coverage to fully integrate the skills and issues that are important in today's workplace. This integration is carried through chapter-opening vignettes, chapter content, model documents, end-of-chapter questions, communication cases, and test banks to make sure students practice the skills they'll need, not just read about them in some anecdotal fashion.
- **Added value with unique, free resources for instructors and students.** From the groundbreaking Real-Time Updates to *Business Communication Headline News* to videos specially prepared for instructors, Bovee and Thill adopters can take advantage of an unmatched array of free resources to enhance the classroom experience and keep course content fresh. Please see pages 27–29 for a complete list.

In-Depth Coverage of Digital, Social, and Mobile Media Topics in the Seventh Edition

Business Communication Essentials offers in-depth coverage of new and emerging media skills and concepts. These tables show where you can find major areas of coverage, figures, and communication cases that expose students to professional use of social media, mobile media, and other new technologies.

Major Coverage of Digital, Social, and Mobile Media

Topic	Page
Backchannel in presentations	373
Blogging and microblogging	189–193
Collaboration technologies	82–83
Community Q&A websites	184
Compositional modes for digital media	175–176
Content curation	181
Creating content for social media	177
Data visualization	317, 319
Digital, social, and mobile media options	108–111
Email	184–186
Infographics	321–322
Instant messaging and text messaging	186–189
Interview media	418–419
Meeting technologies	86–87
Mobile devices in presentations	369
Mobile etiquette	93–94
Mobile media	55–59, 111
Online and social media résumés	402–403
Online etiquette	93
Podcasting	194
Social communication model	54–55
Social networking	178–181
User-generated content	181
Web writing	293–294, 312
Wikis	312–313
Writing and designing messages for mobile devices	141–143, 162–163
Writing persuasive messages for mobile media	269
Writing persuasive messages for social media	268–269

Figures and Model Documents Highlighting Digital, Social, and Mobile Media (not including email or IM)

Title	Figure	Page
Business Communication: 1.0 Versus 2.0	1.4	55
The Influence of Mobile Technology on Business Communication	1.5	56
The Mobile Audience: Distracted and Multitasking	1.6	57
Mobile Communication: Opportunities and Challenges	1.7	58