



Business communication today

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Monografía

For courses in business communication. Business Communication Today continues to demonstrate the vital connection between recent technological developments and modern business practices. Each new edition addresses the most essential changes in technology and how they impact the business world, while still covering timeless communication skills such as listening, presenting, and writing. With coverage of mobile communication, social media, and the emerging impact of artificial intelligence, the 15th Edition blends leading-edge topics with timeless fundamental skills. With a clear, fluid chapter organisation, the text introduces, develops, and reviews major concepts to maximise students' understanding of the material. The full text downloaded to your computer With eBooks you can: search for key concepts, words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf (available as a free download), available online and also via the iPad and Android apps. Upon purchase, you will receive via email the code and instructions on how to access this product. Time limit TheeBooks products do not have an expiry date. You will continue to access yourdigitalebookproducts whilst you have yourBookshelf installed

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Contenido: Front Cover -- Title Page -- Copyright Page -- Contents -- Preface -- Acknowledgments -- About the Authors -- Part 1 Understanding the Foundations of Business Communication -- 1 Professional Communication in a Digital, Social, Mobile World -- Communication Close-up at KLM -- Understanding Why Communication Matters -- Communication Is Important to Your Career -- Communication Is Important to Your Company -- What Makes Business Communication Effective? -- Communicating as a Professional -- Understanding What Employers Expect from You -- Communicating in an Organizational Context -- Adopting an Audience-Centered Approach -- Exploring the Communication Process -- The Conventional Communication Model -- Barriers in the Communication Environment -- Inside the Mind of Your Audience -- The Social Communication Model -- Using Technology to Improve Communication -- The Potential Benefits of Communication Technology -- The Spectrum

of Contemporary Communication Technology -- Committing to Ethical and Legal Communication -- Forms of Unethical Communication -- Distinguishing Ethical Dilemmas from Ethical Lapses -- Ensuring Ethical Communication -- Ensuring Legal Communication -- Developing Skills for Your Career -- Communication Challenges at KLM -- Key Terms -- Summary of Learning Objectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Apply Your Skills Now Practice Your Professionalism -- 2 Collaboration, Interpersonal Communication, and Business Etiquette -- Communication Close-up at Opentext -- Communicating Effectively in Teams -- Types of Teams -- Advantages and Disadvantages of Teams -- Characteristics of Effective Teams -- Group Dynamics -- Virtual Teams -- Collaborating on Communication Efforts -- Collaboration Arrangements -- Giving-and Responding To-constructive Feedback Technologies for Collaborative Communication -- Making Your Meetings More Productive -- Preparing for Meetings -- Leading and Contributing to Efficient Meetings -- Putting Meeting Results to Productive Use -- Conducting Virtual Meetings -- Improving Your Listening Skills -- Understanding Why Listening Is Such a Complex Process -- Becoming a Better Listener -- Improving Your Nonverbal Communication Skills -- Recognizing Nonverbal Communication -- Using Nonverbal Communication Effectively -- Developing Your Business Etiquette -- Business Etiquette in the Workplace -- Business Etiquette in Social Settings -- Online Etiquette -- Telephone Etiquette -- Mobile Device Etiquette -- Communication Challenge at Opentext -- Key Terms -- Summary of LearningObjectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Ethics Detective How Did "We" Turn into "I"? -- Intelligent Communication Technology Hi, I'm an Algorithm, Your New Teammate -- 3 Communication Challenges in a Diverse, Global Marketplace -- Communication Close-up at Siemens AG -- Understanding the Opportunities and Challenges of Communication in a Diverse World -- The Opportunities in a Global Marketplace -- The Advantages of a Diverse Workforce -- The Challenges of Intercultural Communication -- Developing Cultural Competency -- Understanding the Concept of Culture -- Overcoming Ethnocentrism and Stereotyping -- Recognizing Variations in a Diverse World -- Contextual Differences -- Legal and Ethical Differences -- Social Norms and Customs -- Nonverbal Communication -- Age Differences -- Gender Differences -- Religious Differences -- Ability Differences -- Adapting to Other Business Cultures -- Guidelines for Adapting to Any Business Culture -- Guidelines for Adapting to U.S. Business Culture Improving Intercultural Communication Skills -- Studying Other Cultures -- Studying Other Languages -- Respecting Preferences for Communication Style -- Writing Clearly -- Speaking and Listening Carefully -- Helping Others Adapt to Your Culture -- Communication Challenges at Siemens AG -- Key Terms -- Summary of LearningObjectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Intelligent Communication Technology Real-Time Translation -- Part 2 Applying the Three-Step Writing Process -- 4 Planning Business Messages -- Communication Close-up at Wolff Olins -- Understanding the Three-Step Writing Process -- Optimizing Your Writing Time -- Planning Effectively -- Analyzing the Situation -- Defining Your Purpose -- Developing an Audience Profile -- Gathering Information -- Uncovering Audience Needs -- Finding Your Focus -- Providing Required Information -- Selecting the Best Combination of Media and Channels -- The Most Common Media and Channel Options -- Factors to Consider When Choosing Media and Channels -- Organizing Your Information -- Defining Your Main Idea -- Limiting Your Scope -- Choosing Between Direct and Indirect Approaches -- Outlining Your Content -- Building Reader Interest with Storytelling Techniques -- Communication Challenges at Wolff Olins -- Key Terms -- Summary of LearningObjectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Ethics Detective Am I Getting the Whole Story? -- Intelligent Communication Technology Shaping Stories with the Help of Artificial Intelligence -- 5 Writing Business Messages -- Communication Close-up at Lumen/Kaleigh Moore -- Adapting to Your Audience: Being Sensitive to Audience Needs -- Using the "You" Attitude -- Maintaining Standards of Etiquette Emphasizing the Positive -- Using Bias-free Language -- Adapting to Your Audience: Building Strong Relationships -- Establishing Your Credibility -- Projecting Your Company's Image -- Adapting to Your Audience: Controlling Your Style and Tone -- Creating a Conversational Tone -- Using Plain Language -- Selecting the Active or Passive Voice -- Composing Your Message: Choosing Powerful Words -- Using Words Correctly -- Using Words Effectively -- Understanding Denotation and Connotation -- Balancing Abstract and Concrete Words -- Composing Your Message: Creating Effective Sentences -- Choosing from the Four Types of Sentences -- Using Sentence Style to Emphasize Key Thoughts -- Composing Your Message: Crafting Unified, Coherent Paragraphs -- Creating the Elements of a Paragraph -- Choosing the Best Way to Develop Each Paragraph -- Writing Messages for Mobile Devices -- Communication Challenges at Lumen/kaleigh Moore -- Key Terms -- Summary of LearningObjectives

-- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Intelligent Communication Technology Amplifying Your Writing with Augmented Writing Software -- Apply Your Skills Now Think Now, Write Later -- 6 Completing Business Messages -- Communication Close-up at Type Together -- Revising Your Message: Evaluating the First Draft -- Evaluating Your Content, Organization, Style, and Tone -- Evaluating, Editing, and Revising the Work of Others -- Revising to Improve Readability -- Varying the Length of Your Sentences -- Keeping Your Paragraphs Short -- Using Lists and Bullets to Clarify and Emphasize -- Adding Headings and Subheadings -- Editing for Clarity and Conciseness -- Editing for Clarity -- Editing for Conciseness -- Producing Your Message -- Designing for Readability -- Formatting Formal Letters and Memos Designing Messages for Mobile Devices -- Proofreading Your Message -- Distributing Your Message -- Communication Challenges at Type Together -- Key Terms -- Summary of Learning Objectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Developing as a Professional Being Dependable and Accountable -- Apply Your Skills Now Make QA Part of Your Communication Process -- Part 3 Digital, Social, and Visual Media -- 7 Digital Media -- Communication Close-up at Futurice -- Digital Media for Business Communication -- Digital and Social Media Options -- Compositional Modes for Digital and Social Media -- The Emoji Question-overcoming the Limitations of Lean Media -- Email -- Planning Email Messages -- Writing Email Content -- The Subject Line: Persuading People to Open Your Messages -- Completing Email Messages -- Business Messaging -- Categories of Business Messaging -- Tips for Successful Messaging -- Website Content -- Organizing Website Content -- Drafting Website Content -- Podcasting -- Communication Challenges at Futurice -- Key Terms -- Summary of Learning Objectives -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Build Your Career -- Apply Your Skills Now Develop Professional-Grade Email Skills -- Intelligent Communication Technology Nice Chatting with You -- 8 Social Media -- Communication Close-up at ExteriorMedia -- How Businesses Use Social Media for Internal and External Communication -- Strategies and Tactics for Successful Social Media Use -- Establishing a Social Media Strategy -- Developing Social Media Content -- Managing the Organizational Challenges of Social Media -- Social Networking for Business Communication -- Categories of Social Networking Platforms -- Four Content Strategies for Business Social Networking Successful Business Blogging

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