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KEY=COMMUNICATION - FRANCIS DILLON

Essentials of Business Communication

South-Western Pub Covering business communication skills, this text includes a grammar check, writing improvement exercises and cases which break down the writing process into simple components. E-mail, Web research, team and critical thinking exercises have also been added to this edition.

Essentials of Business Communication

Cengage Learning ESSENTIALS OF BUSINESS COMMUNICATION, 9TH EDITION presents a streamlined approach to business communication that includes unparalleled resources and author support for instructors and students. ESSENTIALS OF BUSINESS COMMUNICATION provides a four-in-one learning package: authoritative text, practical workbook, self-teaching grammar/mechanics handbook, and premium Web site. Especially effective for students with outdated or inadequate language skills, the Ninth Edition offers extraordinary print and digital exercises to help students build confidence as they review grammar, punctuation, and writing guidelines. Textbook chapters teach basic writing skills and then apply these skills to a variety of e-mails, memos, letters, reports, and resumes. Realistic model documents and structured writing assignments help students build lasting workplace skills. The Ninth Edition of this award-winning text features increased coverage of electronic messages and digital media, redesigned and updated model documents to introduce students to the latest business communication practices, and extensively updated exercises and activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Business Communication: Essential Starategies for 21st Century Managers, 2nd Edition"

Vikas Publishing House This book Business Communication: Essential Strategies for Twenty-first Century Managers brings together application-based knowledge and necessary workforce competencies in the field of communication. The second edition utilizes well-researched content and application-based pedagogical tools to present to the readers a thorough analysis on how communication skills can become a strategic asset to build a successful managerial career. With the second edition, Teaching Resource Material in the form of a Companion Website is also being provided. This book must be read by students of MBA, practicing managers, executives, corporate trainers and professors. KEY FEATURES ☐ Learning Objectives: They appear at the beginning of each chapter and enumerate the topics/concepts that the readers would gain an insight into after reading the chapter ☐ Marginalia: These are spread across the body of each chapter to clarify and highlight the key points ☐ Case Study 1: It sets the stage for the areas to be discussed in the concerned chapter ☐ Case Study 2: It presents real-world scenarios and challenges to help students learn through the case analysis method ☐ Tech World: It throws light on the latest advancements in communication technology and how real-time business houses are leveraging them to stay ahead of their competitors ☐ Communication Snippet: It talks about real organizations/people at workplaces, their on-job communication challenges and their use of multiple communication channels to gain a competitive edge ☐ Summary: It helps recapitulate the different topics discussed in the chapter ☐ Review and Discussion Questions: These help readers assess their understanding of the different topics discussed in the chapter ☐ Applying Ethics: These deal with situation-based ethical dilemmas faced by real managers in their professional lives ☐ Simulation-based Exercise: It is a roleplay management game that helps readers simulate real managers or workplace situations, and thereby enables students to apply the theoretical concepts ☐ Experiential Learning: It provides two caselets, each followed by an Individual Activity and a Team Activity, based on real-time business processes that help readers ☐feel☐ or ☐experience☐ the concepts and theories they learn in the concerned chapter to gain hands-on experience ☐ References: These are given at the end of each chapter for the concepts and theories discussed in the chapter

Essentials of Business Research Methods

Routledge In an era of big data and data analytics, how can managers make decisions based on almost unlimited information, not to mention hiring and retaining individuals with the required data analytics skills? The new fourth edition of Essentials of Business Research Methods explains research methods and analytical techniques for individuals who aren't data scientists. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions. They include critical topics, such as the increasing role of online research, ethical issues, privacy matters, data analytics, customer relationship management, how to conduct information-gathering activities more effectively in a rapidly changing business environment, and more. This is also the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive as well as much easier to understand than in other texts. A realistic continuing case used throughout the book, applied research examples, and ethical dilemma mini cases enable upper-level undergraduate and postgraduate students to see how business research information is used in the real world. This comprehensive textbook is supported by a range of online resources, including instructors' manuals, PowerPoint slides, and test banks.

A Speaker's Guidebook with The Essential Guide to Rhetoric

Macmillan A Speaker's Guidebook with The Essential Guide to Rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical applications.

The Essentials of Business Research Methods

Routledge Increasingly, managers must make decisions based on almost unlimited information. How can they navigate and organize this vast amount of data? Essentials of Business Research Methods provides research techniques for people who aren't data analysts. The authors offer a straightforward, hands-on approach to the vital managerial process of gathering and using data to make clear business decisions. They include critical topics, such as the increasing role of online research, ethical issues, data mining, customer relationship management, and how to conduct information-gathering activities more effectively in a rapidly changing business environment. This is the only text that includes a chapter on qualitative data analysis, and the coverage of quantitative data analysis is more extensive, and much easier to understand than in other texts. The book features a realistic continuing case throughout that enables students to see how business research information is used in the real world. It includes applied research examples in all chapters, as well as ethical dilemma mini cases, and exercises.

The Invisible PowerPoint Show and the Art of Communicating to Win

Lulu.com The Invisible PowerPoint show will revolutionise your approach to presenting and enhance every interaction you will ever have. Communicate with more power, passion and purpose than ever before and discover the secrets of greater success. Nick's mischievous wit and boundless enthusiasm come alive in the Invisible PowerPoint show, taking all of his skills from stage to page ensuring your messages stick every time and your communication acheives the results you deserve.

Business Statistics for Competitive Advantage with Excel 2007

Basics, Model Building and Cases

Springer Science & Business Media Exceptional managers know that they can create competitive advantages by basing decisions on performance response under alternative scenarios. To create these advantages, managers need to understand how to use statistics to provide information on performance response under alternative scenarios. Statistics are created to make better decisions. Statistics are essential and relevant. Statistics must be easily and quickly produced using widely available software, Excel. Then results must be translated into general business language and illustrated with compelling graphics to make them understandable and usable by decision makers. This book helps students master this process of using statistics to create competitive advantages as decision makers. Statistics are essential, relevant, easy to produce, easy to understand, valuable, and fun, when used to create competitive advantage. The Examples, Assignments, And Cases Used To Illustrate Statistics For Decision Making Come From Business Problems McIntire Corporate Sponsors and Partners, such as Rolls-Royce, Procter & Gamble, and Dell, and the industries that they do business in, provide many realistic examples. The book also features a number of examples of global business problems, including those from important emerging markets in China and India. It is exciting to see how statistics are used to improve decision making in real and important business decisions. This makes it easy to see how statistics can be used to create competitive advantages in similar applications in internships and careers. Learning Is Hands On With Excel and Shortcuts

The PowerPoint Detox

Reinvent Your Slides and Add Power to Your Presentation

Kogan Page Publishers We all know the feeling of attending a lack-lustre, dreary and formulaic presentation where dense lumps of text are read verbatim from the screen. It is beyond tedious, and it is unsurprising that the phrase "death by PowerPoint" has entered the language. But it need not be that way. With a little time and effort you can add power to your presentations and do so simply. The PowerPoint Detox is a straightforward, practical guide that will help you to prepare and use slides that will fit with your message and support it; add power to your presenting style; enhance your presentation with a visual element in a way that makes explanation easier and clearer; be more likely to be understood, make your message memorable and assist retention. It is designed to appeal to anyone who needs to use PowerPoint: new presenters and those with some experience, those who have had some training or read a book or two and those who have not. With sample slides and plenty of examples reproduced in PowerPoint style, The PowerPoint Detox is a clear how-to book that will help you to add explanatory power, style and professionalism to your presentations.

Essentials of Patient Education

Jones & Bartlett Publishers Essentials of Patient Education, Second Edition Includes Navigate 2 Advantage Access

DK Essential Managers: Effective Communication

Listening, Presenting, Giving Feedback

Penguin A practical guide to effective communication that will give you the information and skills to succeed. Find out how to improve your communication skills by learning to understand your audience, communicate strategically, and discover which delivery approach is right for you. You'll develop confidence, learn to listen effectively, and give and receive helpful feedback. This guide includes tips, dos and don'ts, and "In Focus" features on what to do in a particular situation, plus real-life case studies demonstrate how to plan a speech, select the right visual support, and use body language. Read it cover-to-cover, or dip in and out of topics for quick reference.

The Essential Guide to Business Communication for Finance Professionals

Business Expert Press Communication skills are a competitive advantage for today's finance professionals. Savvy professionals know that employers want and need employees with excellent relationship building, writing, and presentation skills. The Essential Guide to Business Communication for Finance Professionals asks its readers to adopt the "communicate or die" philosophy in their approach to their careers. Two business professors with years of experience in finance and communication offer advice and tips for approaching some of the most common business communication situations faced by today's finance professionals. Readers will walk away from this book with tools to manage their professional image and reputation.

Speaking PowerPoint

The New Language of Business

Insights Publishing You use PowerPoint at work to create strategic plans, executive briefings, research reports and other boardroom-style slides. But could your slides be clearer, more convincing and built in half the time? You bet! Learn a new method for business managers who want to use PowerPoint at work to drive strategy. The Mindworks Presentation Method is based on 40 years of research in brain science, instructional design and information design and will help you to eliminate time wasters and complete PowerPoint decks three times faster, to enhance your credibility by creating visually pleasing slides using simple graphic design rules, to make complex slides easier to understand and avoid "Death by PowerPoint" forever, to make audiences more likely to agree with you by applying the proven principles of master persuaders.

DK Essential Managers: Effective Communication

Penguin A practical guide to effective communication which will give you the information and skills to succeed Find out how to improve your communication skills by learning to understand your audience, communicate strategically and discover which delivery approach is right for you. You'll develop confidence, learn to listen effectively and give and receive feedback. Tips, dos and don'ts and 'In Focus' features on what to do in a particular situation, plus real-life case studies demonstrate how to plan a speech, select the right visual support and use body language. Read it cover-to-cover, or dip in and out of topics for quick reference.

Business Communication for Success

The Truth About Confident Presenting

The Essential Truths in 20 Minutes

FT Press Praise for The Truth About Confident Presenting "O'Rourke goes beyond the typical list of speaking tips and packs a lot of wisdom into his 51 truths. He explains the critical link between the content of a speech and its ultimate effectiveness, illuminating the powerful connection between preparation and performance. Speakers who follow his winning formula are sure to find a grateful audience." R. Jeep Bryant, Executive Vice President, Chief Communications Officer, The Bank of New York Mellon "From strategy to tactics, the 51 common-sense 'truths' in this book are useful, practical, and easy to adapt. Even reading just a few chapters will help to make you a better speaker. I wouldn't hesitate to recommend it to the executive speakers I work with." Jan Botz, Executive Director, Chief Communications Officer, Dow Corning Corporation "Whether you are speaking to a large audience, your boss, your employees, or your kids, you will feel more confident and prepared, and be far more effective, after reading this book. O'Rourke provides simple, doable tips that really make a difference. From caring to preparing, you'll learn what it takes to engage your audience and make your message count!" Patty Blackburn, Senior Vice President, Corporate Communications, RSM McGladrey, Inc. "The Truth About Confident Presenting is an excellent, practical guide for anyone who aspires to deliver effective and engaging presentations. It is a valuable resource for the novice as well as veteran speakers." Catherine V. Babington, Vice President, Public Affairs, Abbott Laboratories "Years of successful presentation experience condensed into an easily digestible but invaluable checklist for anyone wishing to channel natural anxiety over public speaking into improving their presentation skills. Filled with real-world examples and anecdotes, O'Rourke focuses on the essentials of great presenting." Tim Andree, Chief Executive Officer, Dentsu America All you need to know to make winning presentations--fearlessly and painlessly • The truth about preparing quickly, efficiently, and well • The truth about managing anxiety and handling hostile audiences • The truth about nonverbal signals, PowerPoint, microphones, and more This book reveals 51 proven and bite-size, easy-to-use presenting techniques that work. This book brings together everything you need to know to prepare well, manage anxiety, deliver effectively, connect with your audience, and succeed! Authored by top business consultant James O'Rourke, this book offers real solutions for the obstacles and fears faced by every presenter. You'll discover what makes people listen, and what instantly turns them off. You'll learn how to prepare effectively, not obsessively; how to scope out your audience and muster evidence that'll convince them; when and how to listen; how to manage anxiety and establish a great first impression; how to make nonverbal cues work for you; how to use PowerPoint well; how to handle hostile questions confidently; and much more. This isn't someone's opinion: it's a definitive guide to effective presenting—a set of bedrock principles you can rely on to help you win with any audience.

Principles and Practices of Management and Business Communication

Pearson Education India

Integrated Business Communication

In a Global Marketplace

John Wiley & Sons Integrated Business Communication applies communication concepts and issues from various fields such as marketing, public relations, management, and organizational communication and packages them into a dynamic new approach – Integrated Communication. It is designed to give business students a basic knowledge and broad overview of communication practices in the workplace. Ultimately, the book should be seen as a practical guide to help students understand that communication is key to decision making and fundamental to success in a global marketplace. This book uses an interdisciplinary approach to its discussion of integrated communication by incorporating theory, application, and case studies to demonstrate various concepts. Theory will be introduced when necessary to the understanding of the practical application of the various concepts. This co-authored book will be broad enough in scope and method to be used as a core text in business communication. Case studies will be an integral part of the material. The book focuses on the practical application of theory and concepts Presents case studies from many sectors to illustrate concepts The book will have an interdisciplinary approach utilizing examples from communications, mass communications, marketing, public relations, management, and intercultural and organizational communication being used in many countries throughout the world There will be a strong pedagogical structure within the text with a website providing additional materials for students and lecturers Contributions from Katherine Van Wormer, Theresa Thao Pham, Charles Lankester, Elizabeth Dougall, Jean Watin-Augouard, Kristi LeBlanc, Geof Cox

Handbook of Business Communication

Linguistic Approaches

Walter de Gruyter GmbH & Co KG In spite of the day-to-day relevance of business communication, it remains underrepresented in standard handbooks and textbooks on applied linguistics. The present volume introduces readers to a wide variety of linguistic studies of business communication, ranging from traditional LSP approaches to contemporary discourse-based work, and from the micro-level of lexical choice to macro-level questions of language policy and culture.

Pro-poor Tourism Strategies

Making Tourism Work for the Poor : a Review of Experience

IIED

Business Communication, 3/e

Pearson Education India Business Communication: Concepts, Skills, Cases, and Applications builds on the strengths of the previous edition and has been updated to reflect the latest research and technological developments in business communication. Divided into three parts, this revised edition focuses on the development of communication skills in business, and the structured applications of business communication. Topics such as reading and writing skills have been augmented, and contemporary channels of business communication, such as social media, have been examined in detail.

Essentials Powerpoint 2002 Level 1

The Design is clean and the approach is simple; a list of steps to move users through Office XP tasks. Extensive end-of-project exercises reinforce what readers have learned. Easy to use, clear, concise instructions are accompanied by numbered screens, text is in black and white for flexible and inexpensive customization. The Essentials Series for Microsoft Office XP has be rewritten and redesigned — hands-on tutorials with a project orientation are designed to give users a thorough knowledge of software applications. Extensive end-of-project exercises emphasize hands-on skill development. For anyone interested in updating their software applications skills.

Business Communication: Concepts, Cases, and Applications

Pearson Education India The second edition of Business Communication: Concepts, Cases, and Applications builds on the key strengths of the first edition, clear writing style and comprehensive content, by updating the material to reflect the latest research and technological developments in business communication and presenting it in a style that engages the reader.

Essentials of Corporate Communication

Implementing Practices for Effective Reputation Management

Routledge This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

Digital Body Language

How to Build Trust and Connection, No Matter the Distance

St. Martin's Press An instant Wall Street Journal Bestseller The definitive guide to communicating and connecting in a hybrid world. Email replies that show up a week later. Video chats full of "oops sorry no you go" and "can you hear me?!" Ambiguous text-messages. Weird punctuation you can't make heads or tails of. Is it any wonder communication takes us so much time and effort to figure out? How did we lose our innate capacity to understand each other? Humans rely on body language to connect and build trust, but with most of our communication happening from behind a screen, traditional body language signals are no longer visible -- or are they? In Digital Body Language, Erica Dhawan, a go-to thought leader on collaboration and a passionate communication junkie, combines cutting edge research with engaging storytelling to decode the new signals and cues that have replaced traditional body language across genders, generations, and culture. In real life, we lean in, uncross our arms, smile, nod and make eye contact to show we listen and care. Online, reading carefully is the new listening. Writing clearly is the new empathy. And a phone or video call is worth a thousand emails. Digital Body Language will turn your daily misunderstandings into a set of collectively understood laws that foster connection, no matter the distance. Dhawan investigates a wide array of exchanges—from large conferences and video meetings to daily emails, texts, IMs, and conference calls—and offers insights and solutions to build trust and clarity to anyone in our ever changing world.

Enterprise Risk Management

A Guide for Government Professionals

John Wiley & Sons Winner of the 2017 Most Promising New Textbook Award by Textbook & Academic Authors Association (TAA)! Practical guide to implementing Enterprise Risk Management processes and procedures in government organizations Enterprise Risk Management: A Guide for Government Professionals is a practical guide to all aspects of risk management in government organizations at the federal, state, and local levels. Written by Dr. Karen Hardy, one of the leading ERM practitioners in the Federal government, the book features a no-nonsense approach to establishing and sustaining a formalized risk management approach, aligned with the ISO 31000 risk management framework. International Organization for Standardization guidelines are explored and clarified, and case studies illustrate their real-world application and implementation in US government agencies. Tools, including a sample 90-day action plan, sample risk management policy, and a comprehensive implementation checklist allow readers to immediately begin applying the information presented. The book also includes results of Hardy's ERM Core Competency Survey for the Public Sector; which offers an original in-depth analysis of the Core Competency Skills recommended by federal, state and local government risk professionals. It also provides a side-by-side comparison of how federal government risk professionals view ERM versus their state and local government counterparts. Enterprise Risk Management provides actionable guidance toward creating a solid risk management plan for agencies at any risk level. The book begins with a basic overview of risk management, and then delves into government-specific topics including: U.S. Federal Government Policy on Risk Management Federal Manager's Financial Integrity Act GAO Standards for internal control Government Performance Results Modernization Act The book also provides a comparative analysis of ERM frameworks and standards, and applies rank-specific advice to employees including Budget Analysts, Program Analysts, Management Analysts, and more. The demand for effective risk management specialists is growing as quickly as the risk potential. Government employees looking to implement a formalized risk management approach or in need of increasing their general understanding of this subject matter will find Enterprise Risk Management a strategically advantageous starting point.

Agile Business Architecture for Digital Transformation

Architectural Leadership for Competitive Business Value

Digitalmehmet We are in a frenetic and a convoluted digital age. Every organisation strives to transform its business to stay competitive in this exponentially growing digital world. Digital transformation became pervasive and ubiquitous in all business ventures. This new norm of constant transformation requires architecting our business and underlying technology stacks rapidly. Establishing agile business architecture frameworks are fundamental requirements to achieve successful digital transformation outcomes. In this book, I attempt to share my knowledge and experience using a rigorous yet agile architectural method. My aim is to add accelerated value to the broader business architecture and digital transformation communities by focusing on the practical aspect with minimal emphasis on the theoretical aspect. The content in this book is based on my architectural thought leadership experience gained in multiple large business and enterprise architecture initiatives, focusing on business capabilities, digital transformation initiatives, and enterprise modernisation engagements, reflecting hard lessons learned in these applied settings. In this book I attempt to redefine the role of business architects as primary leaders for digital transformation programs. The content reflects my experience and observations from the field. As a caveat, this book is not based on theories in the traditional business architecture textbooks which may conflict with my experience. My beta readers found this as a unique guide reflecting reality from the field. Hope it adds new insights for your role in the business digital transformation initiatives.

Effective Communication Skills

KHANNA PUBLISHING HOUSE Globalization has brought in numerous opportunities for the teeming millions, with more focus on the students overall capability apart from academic competence. Many students, particularly those from non-English medium schools, find that they are not preferred due to their inadequacy of communication skills and soft skills, despite possessing sound knowledge in their subject area along with technical capability. Keeping in view their pre-employment needs and career requirements, the book will help the students to change their traditional mindsets from controlling to creativity; to employee empowerment and organizational learning; to gain skills in the language which has become the international lingua franca, a language of global economy. All the chapters are full of gems and rubies, but the chapters based on resume writing group discussion, conducting meetings, interview skills, grammar, etc., are the black pearls in the treasure trove. Also the chapters are dainty, detectable and delightful as part and parcel of your reading, writing, and speaking skills. This book will surely empower students with the language and life skills they need to carry out their career goals. It also provides ample opportunities for the students to build awareness and practice the language in real-life scenarios. Its integrated skills approach develops the students self-confidence to survive and succeed in professional and social encounters within the English speaking global community.

Advanced Communication Skills

Bookboon

Daily Graphic

Issue 1,49763 June 14 2006

Graphic Communications Group

Basic Business Communication

Excel Books India

Essentials of Entrepreneurship and Small Business Management, InstructorManual with Test Item File

Business Communication

Routledge This is a wide-ranging, up-to-date introduction to modern business communication, which integrates communication theory and practice and challenges many orthodox views of the communication process. As well as developing their own practical skills, readers will be able to understand and apply principles of modern business communication. Among the subjects covered are: interpersonal communication, including the use and analysis of nonverbal communication group communication, including practical techniques to support discussion and meetings written presentation, including the full range of paper and electronic documents oral presentation, including the use of electronic media corporate communication, including strategies and media. The book also offers guidelines on how communication must respond to important organizational issues, including the impact of information technology, changes in organizational structures and cultures, and the diverse, multicultural composition of modern organizations. This is an ideal text for undergraduates and postgraduates studying business communication, and through its direct style and practical relevance it will also satisfy professional readers wishing to develop their understanding and skills.

Clinical Laboratory Management

John Wiley & Sons This totally revised second edition is a comprehensive volume presenting authoritative information on the management challenges facing today's clinical laboratories. Provides thorough coverage of management topics such as managerial leadership, personnel, business planning, information management, regulatory management, reimbursement, generation of revenue, and more. Includes valuable administrative resources, including checklists, worksheets, forms, and online resources. Serves as an essential resource for all clinical laboratories, from the physician's office to hospital clinical labs to the largest commercial reference laboratories, providing practical information in the fields of medicine and healthcare, clinical pathology, and clinical laboratory management, for practitioners, managers, and individuals training to enter these fields.

PowerPoint 2000 Essentials Basic

Que Education & Training The Essentials series is conceived as a "learning system" that combines graphics, instructions, experience, reinforcement, and problem solving. It consists of modular lessons that are built around a series of numbered, step-by-step procedures that are clear, concise, and easy to review. Explanatory material is interwoven before each lesson and between the steps. For anyone interested in learning Microsoft Office 2000.

Storytelling with Data

A Data Visualization Guide for Business Professionals

John Wiley & Sons Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Business Communication at Work

Business Communication at Work 2e by Satterwhite is a newly revised 18-chapter, four-color text that provides more writing activities, more examples, more technology, and more instructor support than any other text of its kind. Students learn to develop effective sentences and paragraphs to compose letters, memos, news releases, and reports.

Beyond Bullet Points

Using PowerPoint to tell a compelling story that gets results

Microsoft Press Beyond Bullet Points, Fourth Edition "Throw away those room-emptying, left-brain slides–and use Atkinson's book to turn your PowerPoint presentation into an epic." –Daniel H. Pink, author of Drive and A Whole New Mind Think beyond bullet points–and amplify the impact of your message! Now in its fourth edition, this popular classic illuminates an innovative, step-by-step methodology designed to unlock the amazing visual story waiting to be released from your message. Communications expert Cliff Atkinson shows how to apply classic storytelling tenets and practical, research-based guidelines as you work with Microsoft PowerPoint–for memorable, meaningful, and persuasive visual stories. Change your approach–and transform your results! Find your story thread Create an emotional connection to increase your impact. Cut through the clutter Distill your message and get right to the point. Bring your story to life Storyboard your ideas, find your natural voice, and deliver a compelling presentation!

HBR Guide to Persuasive Presentations

Harvard Business Press Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

Business Communication

Developing Leaders for a Networked World