Business and Professional Communication

Plans, Processes, and Performance
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Plans, Processes, and Performance

Sixth Edition

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Preface

Given that many textbooks never make it to a sixth edition, we’re pleased to have had the opportunity to write this latest version of Business and Professional Communication: Plans, Processes, and Performance.

This textbook was originally designed as a radical departure from traditional B&P fare. We wanted to avoid repeating units covered in basic public speaking courses and avoid hashing theories from business management and social psychology. Instead, our focus remains on the basic communication skills required in any business or professional career. Like all previous editions, this book also introduces students to material that is largely ignored in other business and professional textbooks, including interpersonal politics, technical presentations, risk communication, and crisis communication.

New to this Edition

Like the last edition, the sixth edition emphasizes easy-to-ready tables and now includes eight new Technology Briefs developed by Dr. Jasun Carr, an expert in digital media at Idaho State University.

• Chapter 3: Virtual Conferencing
• Chapter 5: Social Media Research and Lockdown
• Chapter 5: Doing a Job Interview Using VoIP Platforms
• Chapter 6: Online Survey Platforms
• Chapter 7: Assessing Reliability of Internet Sources
• Chapter 7: The Web of Knowledge Approach
• Chapter 8: Finding Images and Avoiding Copyright Violations
• Chapter 13: Social Media Strategies for Crisis Communication

In today’s complex society, succeeding in a business or professional setting requires that you work collaboratively with others, efficiently adapt to change (technical or otherwise), innovate, and communicate effectively. According to Greg Satell, writing in Forbes (2015), collaboration and innovation are indispensable for organizational success and effective communication is the key to both these processes.

In an effort to help you meet the challenges and opportunities of the future, and more easily adapt to the challenges of our globally connected economy, we have revised our book for a new edition. The sixth edition of Business and Professional Communication: Plans, Processes, and Performance has been thoroughly updated to reflect the latest research in the field. What follows are some of the specific changes that are new to the this edition:

• We have invited Dr. Jasun Carr, an expert in digital communication at Idaho State University, to update the Technology Briefs throughout the book.
• Chapter 1: The introduction has been recast to focus on employee engagement and collaboration. The concept of empathy is introduced into the discussion of feedback.
• Chapter 2: A new definition of empathic listening is provided, and the importance of empathic listening in relationships and organizational teams is discussed.
• Chapter 3: The discussion of team membership competencies has been redesigned to emphasize developing knowledge, empathy, and conversational turn-taking. An entirely new discussion of group collaboration channels discusses the ease of use, effectiveness, and optimal uses of message boards, e-mail, text messages, memos, formal letters, voice mail, videoconferencing, and face-to-face meetings. A new Technology Brief covers the use of popular Voice over Internet Protocols (VoIP) for conducting videoconferences.
• Chapter 4: A discussion on creating political power includes new information on the importance of under-promising and over-delivering and the fine line between grandiosity and narcissism. An updated section focuses on helping women build informal network ties, including a discussion of the “labyrinth of challenges” that women face, including “Prove-It-Again,” “The Tightrope,” and “The Maternal Wall.” A variety of new suggestions have been discussed for overcoming the “labyrinth of challenges,” including e-mentoring and adopting both masculine and feminine communication patterns. There is an expanded section on the Leader Member Exchange model of superior–subordinate relationships.
• Chapter 5: The chapter includes an expanded section on cultivating opportunities using interpersonal networks, LinkedIn, and online job posting and search engine boards. There is an updated discussion of industry-specific job posting and search engine boards. We have rewritten the unit that discusses male and female dress standards for interviews. There is a new Technology Brief on doing job interviews over VoIP and other online platforms. Another Technology Brief discusses how to
lockdown your social media pages of embarrassing information. The section on verbal interviews has been entirely rewritten to cover both traditional and behavioral job interviews. There is an updated discussion of salary negotiation.

- Chapter 6: A new section helps students develop open- and closed-ended questions for audience analysis and explains how to avoid faulty questions, double-barreled questions, and loaded questions. A new Technology Brief shows how to use online survey platforms such as SurveyMonkey and Google Forms.
- Chapter 7: The unit on Internet research has been thoroughly updated to include the strengths and weaknesses of various search engines, how Google search results are prioritized, and various specialized search engines. There is an updated section on assessing the reliability of Internet search results. A new Technology Brief explains how to conduct a Web of Knowledge search.
- Chapter 8: There is a new discussion of Prezi presentations.
- Chapter 9: There is a new section on gaining and holding the audience’s attention during technical presentations.
- Chapter 10: The chapter includes updated examples throughout.
- Chapter 11: The chapter has been entirely reorganized to emphasize sales relationships. There is a new unit on building the sales relationship that emphasizes asking questions, empathy, building trust, listening to metaphors, and adapting to different decision styles.
- Chapter 12: Examples have been updated to reflect current risk assessments.
- Chapter 13: Every example in the chapter has been updated, and many reflect crisis communication in large sports organizations such as the National Football League and the National Hockey League. The typology of organizational crisis types has been simplified. A new Technology Brief explains how to use social media to manage organizational crises. A new section describes the tactics that are most likely to restore the organization’s image in the eyes of the audience.

The sixth edition also introduces the concept of empathy and discusses its importance in work teams and sales relationships. The chapter on groups and teams includes an extensive discussion of electronic collaboration channels, including message boards, texting, and videoconferencing. An updated unit on networking focuses on the challenges women face in moving up in organizations, including “Prove-it-Again,” “The Tightrope,” and “The Maternal Wall.” Chapter 5, on interviewing, includes updated material on online job boards and salary negotiation. New material on sales communication focuses on developing sales relationships. Finally, every chapter includes up-to-date examples and illustrations.

Available Instructor Resources

The following instructor resources can be accessed by visiting http://www.pearsonhighered.com/irc

Instructor Manual
Detailed instructor’s manual with learning objectives, chapter outlines, discussion questions, activities, and assignments.

PowerPoint Presentation
Provides a core template of the content covered throughout the text. Can easily be added to customize for your classroom.

Test Bank
Exhaustive test banks with MCQs, fill-in-the-blanks, and essay type questions.

MyTest
Create custom quizzes and exams using the Test Bank questions. You can print these exams for in-class use. Visit: http://www.pearsonhighered.com/mytest

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