
The Murphys book gives strong emphasis to completeness, conciseness, consideration, concreteness, clearness, courteousness, and correctness in business communication. These “seven Cs” guide student-readers to choose the content and style that best fits the purpose and recipient of any given message. Pedagogically rich, most chapters in this textbook include checklists, mini-cases and problems, “Communication Probe” boxes which summarize related research, and sidenotes that isolate significant points that should not be missed. Two new chapters are devoted to ethics and technology respectively.

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Citizenship and Sustainability in Organizations: Exploring and Spanning the Boundaries is the introductory book in the series of the same name and draws upon new conceptual thinking from some of the leading contributors to The Journal of Corporate Citizenship on topics of social responsibility, organizational citizenship, influencing and leading change for sustainability and individual agency. Chapter authors are influential thinkers, pushing the boundaries of conventional thinking about corporate citizenship, sustainability to generate innovative ideas, models and practices. The book’s core message is that the contexts within which organizations and individuals act are undergoing significant change and disruption. Existing corporate social responsibility (CSR), corporate citizenship and business sustainability models and frameworks need to be adapted, abandoned or transformed. This book represents a starting point for dialogue about these challenges and presents commentaries, debates, essays and insights that aim to be provocative and engaging, raise some of the important issues of the day and provide observations on what may be too new yet to be the subject of detailed empirical and theoretical studies. The book is aimed at researchers, students and practitioners in the fields of corporate citizenship, sustainability, CSR, business ethics, corporate governance and critical management and leadership studies.

This book analyzes the brand communities of major American multinationals across three industries: finance, tech, and consumer goods. It assesses how companies communicate their diversity approaches on social media (Twitter) and studies the ensuing perceptions of online users. By comparing more innovative sectors (tech and consumer goods) with a less innovative industry (finance), the author examines differences in the way brands approach and communicate about diversity in online settings. The results of the study lead to the development of a theoretical framework with practical applications for business communication academics and professionals alike.

At a time when more and more of what people learn both in formal courses and in everyday life is mediated by technology, Learning Online provides a much-needed guide to different forms and applications of online learning. This book describes how online learning is being used in both K-12 and higher education settings as well as in learning outside of school. Particular online learning technologies, such as MOOCs (massive open online courses), multi-player games, learning analytics, and adaptive online practice environments, are described in terms of design principles, implementation, and contexts of use. Learning Online synthesizes research findings on the effectiveness of different types of online learning, but a major message of the book is that student outcomes arise from the joint influence of different implementation, context, and learner characteristics interacting with technology--not from technology alone. The book describes available research about how best to implement different forms of online learning for specific kinds of students, subject areas, and contexts. Building on available evidence regarding practices that make online and blended learning more effective in different contexts, Learning Online draws implications for institutional and state policies that would promote judicious uses of online learning and effective implementation models. This in-depth research work concludes with a call for an online learning implementation research agenda, combining education institutions and research partners in a collaborative effort to generate and share evidence on effective practices.

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 reports, memos, letters, emails, and stories. Realistic model documents, realistic exercises, story problems, realistic mock 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.

Communicating a message effectively needs precision—be it verbal or non-verbal. At the professional front, the accuracy of the message to be shared becomes all the more important as the business decisions may depend on the same. This book, in its second edition, continues to detail on the pre-requisites of communicating effectively in the corporate environment and generally. Beginning with an overview of business communication, the book educates on the principles of
communication—oral and written. Divided into nine chapters, the first two chapters deal with oral communication and the next seven deal with different forms of written communication. The book teaches how to write effective letters and proposals, with many examples and illustrative exhibits required. A new chapter (Chapter 9) has been added titled ‘Writing to Communicate’ which presents incorrect use of language and phrases that rob the text, be it a report or a letter, of authenticity and credibility. The chapter also presents correct use of the examples and the rationale or logic in the form of explanations. Designed as a textbook for the classroom, this book provides practical guidelines for corporate executives. Key features • Observes a simple pattern of Read-Comprehend-Test-Follow • Discusses strategies for identification and improvisation of communication skills (both oral and written) • Provides numerous examples and illustrations that facilitate proper grasp of the topics discussed.

Communication is easy isn't it? Well it may seem so, but consider honestly when was the last time you were involved in a breakdown of communications? And how long ago was one such a veritable derailment? For most people and in most organizations this happens regularly. It matters. Communication - effective communication - makes things happen. There can be a great deal hanging on it. Whether the communication concerned is a simple e-mail, a contribution to a meeting, a report or a presentation, it can prompt agreement or action, it can seal a good deal; drive a hard bargain and enhance your profile and boost your reputation as it does so. Or not: for instance making a poor presentation may do real damage and allow no second chances, and an ill-considered report may come back to haunt you in months to come. This book is an antidote to communications difficulty. as they show you how to communicate with varying audiences with a balanced view of what is ethical and correct behavior. The fully developed corporate practice, written by Goodman and Hirsch, supports that conclusion with comprehensive and convincing evidence. Large University "In today's global environment, there is no function within a major corporation more important than what is shaped by and shaped to the global stage. Goodman and Hirsch encourage us all to think carefully about what effective corporate communication should look like in the 21st century." Stacey L. Connaughton, Associate Professor, Department of Communication, Purdue University "The Business Communication field is at a crossroads as communication technologies are reshaping how people communicate in the workplace. Business Communication: Developing Leaders for a Networked World, by Peter Cardon, puts students at the center of corporate communications. Through the authors' focus on corporate social responsibility (CSR), and environment society governance (ESG) on the global stage. Goodman and Hirsch encourage us all to think carefully about what effective corporate communication should look like in the 21st century." Stacey L. Connaughton, Associate Professor, Department of Communication, Purdue University "In today's global environment, there is no function within a major corporation more important than what is called corporate communication. This book, Corporate Communication: Strategic Adaptation for Global Practice, written by Goodman and Hirsch, supports that conclusion with comprehensive and convincing evidence. Large companies cannot succeed today without successfully managing relationships with their key constituencies in the context of what is desired by those constituencies. Previously, only the CEO him or herself has been in a position to view all of those audiences with a balanced view of what is ethical and correct behavior. The fully developed corporate communication function of today has evolved to work side by side with the CEO and Boards of Directors. The function not only influences what and how a company speaks, but also how it acts. The Goodman/Hirsch book makes that case more strongly than any text written for not only the professional communicator but for all CEOs and Boards of Directors to see the unique and priceless value the corporate communication function can bring to the corporate table today." James E. Murphy, Retired Chief Marketing and Communications Officer of Accenture; Chairman & CEO of Murphy & Co. “Goodman and Hirsch capture not only the theory and organization of corporate communication, but its true heart and soul, even how to ground this practice in a wholly changed and changing world.” Raymond C. Jordan, Corporate Vice President Public Affairs & Corporate Communications, Johnson &
Johnson

The paths that leaders walk significantly influence their success, offering differential opportunities and challenges. While conventional wisdom suggests that leadership styles and approaches may be equally effective across all situations, more recent research demonstrates the importance of employing strategies more specifically aligned with the contexts. This book addresses critical Bridges and strategies, currently missing from the repertoire of leaders and their supporters, for managing across six distinct paths into leadership positions: promoted, hired, elected, appointed, founded, and family legacy. It illustrates lessons drawn from within and across paths, presented through themes, quotes, and stories drawn from interviews with over 60 successful leaders (executives, politicians, entrepreneurs, and more). While it is evident that these paths differ, those who study, hire, mentor, and coach leaders rarely consider the distinctions, nor suggest what can be learned across the paths. Researchers, and coaches among the books readers will learn not only from those who have walked one particular path, but also from the experiences of those trekking in other directions. Most leaders will cross from one path to another over the course of their career. Some executives interviewed for the book worked their way up the ladder in one company, only to be recruited to fill a C-suite position in another company. Others were appointed to high-level government positions after stints as elected officials. The authors identify major distinctions when moving across the six paths. By reading this book, leaders and those who support them will develop greater self-awareness about each path so they can better leverage and manage their new challenges and opportunities from the first day in their new leadership position.

This collection examines the creative output of Ryan Murphy, considering the gendered and sexual politics of his diverse body of work and impact on modern American society. Suitable for students in Gender or Media Studies.

Learn business communications your way with Lehman/DuFrene/Walker's BCOM, 10E from 4LTR Press. This inviting, easy-reference book guides you through mastering today's business communication concepts and skills. Visually engaging, brief chapters offer numerous learning features and helpful study tools like Chapter Review Cards that consolidate review material into a ready-made study tool. You choose the format that best suits your learning preferences. BCOM, 10E helps you if you prefer to use the printed book as your primary learning tool and reference resource for refining your business communication skills. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Today's managers, business owners, and public relations practitioners grapple daily with a fundamental question about contemporary crisis management: to what extent is it possible to control events and stakeholder responses to them, in order to contain escalating crises or safeguard an organization's reputation? The authors meet the question head-on, departing from other crisis management texts, and arguing that a complexity-based approach is superior to the standard simplification model of organizational learning.

In the Company of Women explains how indirect, or “relational,” aggression can hurt women and hinder them from achieving success and harmony in their adult lives. Gender studies have shown that when a goal is in sight, men generally use direct action to attain it. Women, on the other hand, have been socialized to express aggressive actions through indirect means—shunning, stigmatizing, and so on. You're Not Listening is to listening what Susan Cain's Quiet was to introducing us to some of the best listeners out there (including a CIA agent, focus group moderator, bartender, radio producer, and top furniture salesman). Equal parts cultural observation, scientific exploration, and rousing call to action that’s full of practical advice. You’re Now Listening is to listening what Susan Cain’s Quiet was to introversion. It’s time to stop talking and start listening.

With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars brings together state-of-the-art communication studies insights on corporate reputation identifies and addresses the lacunae in the research literature. Applies new theoretical frameworks to corporate reputation.
Business for Communicators provides future and current professional communicators with a hands-on, working knowledge of how businesses profit, grow, and adapt in their competitive environments. Corporate communicators aspire to sit at the decision-making table but too often fall short because of an inability to speak the language of business or effectively apply a business mindset to communication strategy. Business for Communicators provides the in-depth business literacy these professionals need, beyond just building the case for business intelligence or explaining business basics. The text delves into the details of corporate finance, accounting, marketing, strategy, operations, and economics to provide solid grounding and a working knowledge that business communicators can apply to every decision they make. Real world applications illustrate concepts covered, focus on the communication implications of business outcomes, and provide opportunities for extended learning and discussion. This book is an essential resource for advanced undergraduate and graduate students, as well as professional corporate communicators ready to enhance their influence and advance their careers with business acumen. An accompanying website, blog, email, and social media platforms provide additional resources, such as re, interactive project ideas, and advice from educators and practitioners, as well as teaching materials for educators, at www.thecommunicatorsmba.com.

Today's global media sustains a potent new environmental consciousness. Paradoxically, it also serves as a far-reaching platform that promotes the unsustainable consumption ravaging our planet. Patrick Murphy musters theory, fieldwork, and empirical research to map how the media communicates today's many distinct, competing, and even antagonistic environmental discourses. The media draws the cultural boundaries of our environmental imagination—and influences just who benefits. Murphy's analysis emphasizes social context, institutional alignments, and commercial media's ways of rendering discussion. He identifies and examines key tropes, jargon, and metaphors as well as the ways consumers are presented with ideas like agency and the place of nature. What emerges is the link between pervasive messaging and an "environment" conjured by our media-saturated social imagination. As the author shows, today's complex, integrated media networks shape, frame, and deliver many of our underlying ideas about the environment. Increasingly—and ominously—individuals and communities experience these ideas not only in the developed world but in the increasingly consumption-oriented Global South.

This book contains business communication information that may not have been taught in college—information that has been accumulated over years of business experience and teaching. Anyone can read these brief tips to learn how to better enjoy business writing and writing many business documents. The tips cover the fundamental areas of writing, speaking, and interpersonal communication, as well offer general business communication advice. Each tip is a practical application that can be implemented immediately. Each tip is also illustrated by a story from the author's work life in various industries. Lastly, the book also lays a foundation for an understanding of how the brain influences all communication.

Stakeholders today want to know about your company's social and environmental performance. Effectively communicating these topics has become critical to economic success. This book offers an extensive toolbox of the most effective instruments that can help you, and each chapter provides specific examples of how to communicate social and cause-related marketing, sustainability reporting, issues and crisis communication, vision, mission statements and codes, and web-based stakeholder communication. You will find hands-on concepts and actual illustrations. Chapter cases provide rich practical coverage and translate concepts into solutions for day-to-day business realities.

Employers consider communication one of the most critical skills for workers today. Written to address the needs of both students entering the workforce and business professionals looking to improve their written communication, Writing for the Workplace is a matter-of-fact, how-to guide that provides strategies for effective professional communication. From targeted emails and convincing long reports to winning presentations and engaging resumes, this concise book offers busy readers easy-to-follow strategies that will improve their workplace writing. The first section of the book addresses writing in today's fast-paced business and professional contexts and discusses writing as a process; professional writing style; writing tools; characteristics of effective workplace communication; and basic document design. The second section is a more detailed exploration of common written genres in the workplace including email messages; memo; report and long reports; presentations; social media communication. Each section includes sample documents and examines organization, tone, and genre elements. Helpful checklists and easily scannable text make the book accessible and readable.

Engineering Rules is a riveting global history of the people, processes, and organizations that created and maintain this nearly invisible infrastructure of today's economy, which is just as important as the state or the global market.

Within the expansive mediascape of the 1980s and 1990s, cyberpunk's aesthetics took firm root, reifying heavily on visual motifs for its near-future splendor saturated in media technologies, both real and fictitious. As today's realities look increasingly like the futures forecast in science fiction, cyberpunk speaks to our contemporary moment and as a cultural formation dominates our 21st century techno-digital landscapes. The 15 essays gathered in this volume engage the social and cultural changes that define and address the visual language and aesthetic repertoire of cyberpunk— from cybernetic organisms to light, energy, and data flows, from video screens to cityscapes, from the vibrant energy of today's video games to the visual hues of comic book panels, and more. Cyberpunk and Visual Culture provides critical analysis, close readings, and aesthetic interpretations of exactly those visual elements that define cyberpunk today, moving beyond the limitations of merely printed text to also focus on the meaningfulness of images, forms, and compositions that are the heart and lifeblood of cyberpunk graphic novels, films, television shows, and video games.

Helps readers understand the roots of conflict in their organizations, assess their current conflict-resolution skills, and devise new strategies to actively and assertively overcome the tensions and other disagreements that threaten productivity and cooperation.

"Successful business communication is not a natural gift-it's a skill that anyone can develop. From interviewing for a job to closing a deal, 10 Skills for Effective Business Communication offers practical strategies to improve your communication skills and help you succeed in your career. Equal parts research and actionable advice, this book applies effective strategies from the workplace to common written genres. With practical tips, interactive exercises, and success stories, you'll learn why, how, and when to use fundamental communication skills to successfully navigate any situation"--Cover.

An expanded guide to enhancing analytical skills by building up one's intrinsic abilities is a primer for business leaders on how to develop ideas and enable faster results using to-the-point visual methods. Original.

How can owners and managers ensure that their considerable capital investments will return a competitive return on the environment? How can users and owners be sure they avoid the promises of tantalizing marketing and real estate claims? Managing Sustainable Resorts Profitably combines business management principles with environmental and social...
concerns to offer development solutions to these questions. By taking an holistic and contemporary approach to the problem of developing sustainable tourism operations, this book provides a comprehensive assessment of the strategies that need to be considered by various governments, developers and, in particular, the customer-investor. The major features of resort development covered by this book include: • Environmental scanning of principal external and internal influential factors • The curse and blessings of seasonality • Competition for people's recreation and retirement dollars • Guest activity programming • Environmental issues • Cruise ships as mobile resorts • Staffing issues in isolated areas • Financial challenges for owners and operators alike • Risk Management • Mutually beneficial options for various stakeholders Based on an analysis of global resort opportunities and trends, the book focuses on those generic features that differentiate regional resort management from urban-centric management needs and priorities. Using comparative case studies the author emphases best case/benchmark examples of a range of resorts – large and small, urban and rural - to illustrate what can be achieved.

The Handbook of Communication Skills is recognised as one of the core texts in the field of communication, offering a state-of-the-art overview of this rapidly evolving field of study. This comprehensively revised and updated fourth edition arrives at a time when the realm of interpersonal communication has attracted immense attention. Recent research showing the potency of communication skills for success in many walks of life has stimulated considerable interest in this area, both from academic researchers, and from practitioners whose day-to-day work is so dependent on effective social skills. Covering topics such as non-verbal behaviour, listening, negotiation and persuasion, the book situates communication in a range of different contexts, from interacting in groups to the counselling interview. Based on the core tenet that interpersonal communication can be conceptualised as a form of skilled activity, and including new chapters on cognitive behavioural therapy and coaching and mentoring, this new edition also places communication in context with advances in digital technology. The Handbook of Communication Skills represents the most significant single contribution to the literature in this domain. Providing a rich mine of information for the neophyte and practicing professional, it is perfect for use in a variety of contexts, from theoretical mainstream communication modules on degree programmes to vocational courses in health, business and education. With contributions from an internationally renowned range of scholars, this is the definitive text for students, researchers and professionals alike.

In today’s online world, our professional image depends on our ability to communicate. Whether we're communicating by email, text, social media, written reports or presentations, how we use our words often determines how others view us. This book offers tips and techniques that can improve anyone's professional image. The author covers how to analyze multiple audiences and strategies for communicating your message effectively for each; structuring your message for greatest readability and effect; persuasion and tone; and how to face your own fears of writing. The content is delivered in a simple, clear style that reflects the Zen approach of the title, perfect for both the entry-level employee and the seasoned executive.

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