

Fundamentals Of Contemporary Business Communication

Prentice Hall Scot Ober Scot Ober. / Ober (1946-. (2nd ed.). 2007) Louis E. Boone Easton Boone Peter Hartley Scot Ober Louis E. Boone Prentice Hall PTR Scott Ober (Ph. D.) Joan Frantz Vesper Haibin Lv Ruggiero

ober prepares students for business communication by employing a hands on approach connecting topics examples and exercises to the modern workplace the text provides ample opportunity for students to practice their oral and written skills and includes strategies for using email voicemail the internet and other innovations in communication technology continuing the emphasis on technology and work team communication the sixth edition features the eduspace online learning tool and integrates real world perspective and the 3ps problem process product writing model chapter opening interviews with high level business managers include gilbert c morrell jr of the nucon group scott roller of texas instruments and gary davis of world wrestling entertainment inc among others urban systems case study cd rom an innovative simulation cd packaged free with every new textbook is tied to the continuing case presented in the text in 15 modules students experience and solve the unique and complex communication challenges posed by workplace policies and organizational dynamics end of chapter mini cases culled from recent business periodicals challenge students to solve real world communication problems the eduspace online learning tool features buscom writer tutorials a set of interactive computer modules that guide students through the development of 15 basic business documents each module is based on the textbook s 3ps problem process product model

this text provides teaching aids at point of use included in the margin notes are brief anecdotes and quotations gathered from contemporary business publications that can be used to enrich lecture material teaching tips and references to other resource materials can be found in the margins as well as thumbnail powerpoint slides and handouts that suggest when to incorporate the presentation and handout materials into the lecture

seeks to help students to develop effective oral written and employment communication skills brings a business focus to business communication by using examples and applications from actual companies

fundamentals of business communication distills the basic concepts and information from ober s contemporary business communication and places greater emphasis on grammar and mechanics this brief text combines the traditional textbook format with a workbook and allows students to immediately test apply and reinforce the basics of business communication language arts topics appear in every third chapter to introduce or review basic grammar and mechanics activities and end of chapter exercises that follow the 3ps model guide students through the assessment of a problem or a typical business scenario involving effective communication the process of determining how to respond to the situation and the final product such as an email or memo created in response seven portfolio projects allow students to demonstrate their communication skills to prospective employers

the accompanying cd rom urban systems is a simulated office environment where you can practice your business communication skills

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

students don t have to be convinced of the need for competent communication skills by the time they enter business communication classes students know enough about the business environment to appreciate the critical role communication plays in the contemporary

organization they're also aware of the role communication will play in helping them secure an internship or get a job and be successful at work to sustain this inherent interest students need a textbook that is current fast paced and interesting just like business itself thus a major objective of the book is to present comprehensive coverage of real world concepts in an interesting and lively manner this edition has been extensively revised to provide students with the skills they need to communicate effectively in the complex and ever changing contemporary work environment the revision was based on helpful feedback received from the current users around the country and indeed around the english speaking world changes in the discipline and especially changes in the workplace itself the following discussion highlights the features of this complete learning and teaching system business communication in context technology centered work team communication spotlights on contemporary issues the 3ps problem process and product model annotated models and checklists basic skills first unprecedented instructor support additional student support materials pref

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