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# Book of business communication pdf

Most businesses are made up of a series of interactions with other people. Clients, customers and colleagues alike all rely on communication in the workplace. The importance of communication cannot be overstated. Effective communication often mitigates conflict as well by allowing each person to get their needs met quickly. Effective communication is important in business because it can help increase productivity, reduce the potential for error and facilitate understanding among colleagues. Good communication in business includes written skills as well as speaking skills, and nonverbal cues as well as physical cues. Those in charge of the business need to be skilled in effective communication and know when to employ the most effective communication forms. For instance, when ensuring company protocol is followed, often a "paper trail" is important, so communicating through email may be the best way. The beauty of this written form of communication is that everyone is clear on the message and it is literally spelled out for them. And when everyone is clear on what they need to do, it saves time, and, of course, in any workplace time is money. Another communication form in business is verbal communication. When a manager, for instance, praises an employee on their performance, it boosts morale. If that same manager sees an employee slacking at work and seems tired, it's a nonverbal cue to ask the employee what is going on. Reading your employees' or clients' body language, as well as tactile clues, gives managers and business owners cues on when to speak up and make a human connection in order to solve a problem. The importance of communication is that it allows everyone to feel they are being heard, which makes any workplace run more smoothly. Judging a situation before learning what is going on. Rejecting the feelings or opinions of those involved. Blaming or criticizing in a negative way, or when others are present. Calling people names. Inconsistency with policies and protocol. How is a workplace dedicated to the importance of communication supposed to get around these roadblocks? Classes that teach the value of good communication in business may be beneficial for employees and many offer workshops conducted in the workplace. Managers and business owners are the model for effective communication in the workplace and thereby set the tone for how issues should be addressed, and how to relay messages effectively. Paying attention to body language - your own and those around you - as well as taking notes and speaking honestly all lead to effective communication. Communication in the workplace is necessary for the business to succeed. Furthermore, effective communication plays an important role in making people - from the business owner to employees and customers - feel respected and valued. The natural outcome is high employee morale and a good rapport throughout the workplace, as well as positive word-of-mouth customer feedback. According to the Wisconsin business alumni, Robert Kent, former dean of Harvard Business School said, "In business, communication is everything." Businesses are made up of people on every level. The employee answering the phones, the customers and the other business relationships are all a vital part of business. Effective business communication is dependent on a company's organizational structure and its leadership. Business communication is the sending and receiving of messages within a company, organization or business. Business communication includes verbal, nonverbal, public and cultural communication to promote employee retention, customer satisfaction and healthy business relationships. The purpose of business communication is to inspire, educate and develop relationships, trust and a positive public identity. When business communication is done right it results in success because the focus is on relating and caring for people, according to rizwanshraf.com, a business and technology website. Business communication travels in one of two ways: upward or downward. Upward communication is messages sent from subordinates to upper-management. Upward communication is feedback, reports and progress meetings to inform management of the organizations effectiveness. Downward communication when a message is sent from a superior to a subordinate. For example, if the executives at Disney send a message to the president of the Disney World theme park, the communication is considered downward because Disney Corporation oversees the leadership of the theme park. Business communication occurs internally and externally. Internal communication is when messages are sent within a company. For example, memos, company meetings and company-wide voicemail messages are all considered internal communication. External business communication is when messages are sent from a company to people outside the business. This is seen in press conferences, advertising and networking groups. Business communication can be restricted or prevented through common communication barriers. Business communication barriers can distort a message or keep a person from understanding its meaning. Lee Hopkins, a leading Australian communication expert states that the most common business communication barriers are: a distracting environment, poor organizational structure, delivering a message to the wrong audience, a weak delivery, a mixed message and using the wrong medium. Business communication is an ever-developing process that grows through assessment, observation and implementing change. Performing an organizational needs assessment will provide a business with an objective overview of the company's communication effectiveness, according to the California Institute of Technology. It identifies areas of weakness and provides suggestions on how to improve those areas. Written business communication has several purposes. In most business settings, there are four types of written communication: transactional, persuasive, informational and instructional. Regardless of what kind of written communication you are using, be sure to write clearly and succinctly while using the proper level of formality required. Address the key points your audience wants to know and ensure the tone of your writing is in line with your company brand. Types of written communication in business include transactional, persuasive, informational and instructional. Examples of written communication that is transactional include, emails instant messages invoices short memos forms letters This kind of business communication is for day-to-day use and is generally short and direct and requires action from the reader. Written communication in business also includes persuasive content. The goal of this kind of material is to provide the reader with a unique value proposition about your business and encourage them to respond. Depending on the kinds of written materials used, the responses can be to make a sale or further a relationship. Examples of persuasive business writing include marketing and promotional content such as ads, brochures, press releases, emails, newsletters and direct mail campaigns. Sales decks and proposals to prospects are also persuasive business writing, as are cover letters and resumes. One of the key elements to consider when writing persuasively is to not focus on the business too much. Instead, it's important to focus on what the audience wants and the kinds of problems they are trying to solve. One of the most common forms of written communication in business is informational material. The goal of this kind of written communication is to provide a reference or a record of specific areas of the business. Informational writing doesn't necessarily require an action from the reader, unlike transactional and persuasive content. Examples of informational business communication include quarterly financial reports, meeting minutes, employee handbooks and annual departmental overviews. An FAQ page on a website is also an example of informational content. This kind of writing is direct and thorough, covering a wide range of content with the goal of keeping the reader up to date on specific aspects of the business. Informational business communication enables the company to predict future performance, record previous performance and meet legal or regulatory obligations. Written communication in business also includes instructional business writing. The goal of this kind of material is to provide step-by-step details on how to complete a specific task. Similar to transactional and persuasive content, instructional content usually requires the reader to take some kind of action either now or in the future. Examples of instructional communication in business include user manuals, job description handbooks, technical specifications and instructional memos. This kind of writing is clear and direct, often written in short sentences that follow a chronological order. Instructional content needs to take into account how much the reader knows about the topic at hand and provide the missing information. If the instructional content is for multiple people with varying levels of understanding, then the material needs to first cover the basics and then move on to the specific tasks that need to be completed. Business communication types is most often used in reference to two basic types of communication that occurs in business environments - internal and external. Internal communication relates to various interactions that take place among employees within the organization. External communication relates to communication from the company to external stakeholders and audiences. Downward communication involves messages that are conveyed from company boards or the executive level and filtered down through the organization. Company boards and top management establish policies and business standards that are communicated from the top through the organizational hierarchy. Managers at all levels communicate with subordinates and teams to provide direction on goals, strategies and task requirements. Downward communication established the tone of a company, affects morale, and drives operations and performance. Upward internal communication involves messages that are carried from the store level or the lower order of company hierarchy toward the top. This includes messages communication from employees to their managers. It also includes feedback provided to top management from employees in various departments or in the field. For instance, a store-level employee at a retail business may notice an important change that should take place at the store level. He may need to communicate the suggestion through his district or regional manager or directly to someone at headquarters. One of the most important types of internal business communication is known as horizontal communication. This is the interaction of peers or colleagues within the company. This is especially important as companies increase use of work teams and cross-organizational teams. Communication takes place through direct peer-to-peer discussions, informal conversations, and meetings at which important topics are discussed by departments and work teams. Strong horizontal communication is vital to success in high-performing organizations. External communication from a business includes messages delivered to clients, vendors and other external community stakeholders. External communication is used for such purposes as maintaining or improving corporate image, sales and customer satisfaction. External communication involves various functional areas of an organization. Marketing departments use external communication to market, advertise and sell business solutions. Company leaders externally communicate new initiatives and other key messages to shareholders and the public. Other employees interact directly with the marketplace through sales and support. It is important for any businessperson to understand all aspects of communication. Business communication is goal-oriented and must be understood by all members of an organization. Business communication allows for executives to communicate rules, policies and procedures to other employees or clients in a clear and concise manner. Communication is the basis of effective management. Having a team of people following your instruction requires a constant flow of information from management to team members. Studying business communication provides training needed for any aspiring member of management. It is difficult to direct and control a team of people without being an effective communicator within your company. Jupiterimages/Goodshoot/Getty Images An effective communicator is a vital asset to a company. If a situation arises where your company has to do layoffs and it's between several people, managers will likely look at who has the most valuable skills and keep that person. Studying business communication can give you that upper hand by helping you to be the most well-known asset in the company. You will be someone the higher-ups remember after they talk to you if you can effectively communicate. Jupiterimages/BananaStock/Getty Images Communications is involved in any career. Special emphasis is put on communications when dealing with marketing, advertising or public relations. These careers require daily business communication not only within the company but to communicate with clients, audiences and prospects as well. Studying business communication in conjunction with any of these areas can allow for higher promotions within a company because of a wider knowledge base. Effectively using your time and having a team of people working with you that effectively use their time can make or break a project. Business communication helps each member of the team to be aware of the activities of the other team members. This eliminates the chances of team members performing the same tasks more than once and in the end wasting time and money. The process of business communication allows a team to perform a task as quickly and effectively as possible. Has your company recently begun using Slack? Don't have the faintest idea how it works? Our beginner's guide to how Slack works will have you slacking like a pro in no time. By Rhannon Ball Generating sales leads is the first step in becoming a successful salesperson. Learn all about lead generating sales leads in this article. By Dave Roos From Flash Boys to Capital, it was a good year for provocative business books. Principal, AJO Partners How to Speak Money: What the Money People Say—And What It Really Means, by John Lanchester This book includes definitions on the language of Wall Street. We love inventing this stuff nobody understands. John Mackey Co-founder and co-CEO, Whole Foods Market Zero to One: Notes on Startups, or How to Build the Future, by Peter Thiel, with Blake Masters Virtually everything Thiel discusses correlates perfectly with my own experience building Whole Foods. Doug Kass President, Seabreeze Partners Management The Most Important Thing: Uncommon Sense for the Thoughtful Investor, by Howard Marks This is the single best investment primer I have read since Benjamin Graham's The Intelligent Investor. Martin Fridson CIO, Lehmann Livian Fridson Advisors GDP: A Brief but Affectionate History, by Diane Coyle Not even most professional money managers fully understand what the numbers represent. - Robert Milburn Last Week Hiring Spree U.S. nonfarm payrolls grew by a stronger-than-expected 321,000 in November, the best month of job creation in nearly three years. The tally for the prior two months was revised up by 44,000. The jobless rate held steady at 5.8%. The report pointed to the Federal Reserve first raising interest rates in June of next year, said Barclays. Bond prices fell sharply on the news. Record Breakers Stocks clocked new records, with the Dow Jones Industrial Average hitting 17,958.79 and the Standard & Poor's 500 rising to 2075.35. On the week, the Dow rose 0.78%; the S&P rose 0.42%. Triple Whammy Russia will drop a planned \$20 billion natural-gas pipeline to the European Union in favor of a link to Turkey. The Russian government acknowledged it will fall into recession next year, because of Western sanctions and a plunge in oil prices. The Bank of Russia intervened several times to prop up the falling ruble, which sank to a record low of 54.91 against the dollar. Further to Fall Saudi Arabia, OPEC's biggest oil producer, believes crude oil prices could stabilize at about \$60 a barrel from the current level of around \$70 a barrel. The Wall Street Journal reported. Meanwhile, plunging oil prices resulted in a nearly 40% drop in new-well permits issued across the U.S. in November. Strange Bedfellows American and Iranian officials said Iran launched airstrikes against Islamic State in recent days along its border with Iraq. Meanwhile Lebanon detained a wife and son of Islamic State leader Abu Bakr al-Baghdadi, according to a senior military official. Rising Risk An arm of the Treasury said the U.S. financial system is growing more vulnerable to shocks, and that the system is vulnerable to a repeat of October's dislocation in U.S. Treasury securities. Hailing Uber Uber Technologies collected \$1.2 billion from investors, and that, along with new funds the ride-sharing service seeks to raise, would value it at more than \$41 billion. Record Bond Sales Sales of U.S. corporate bonds rose to an annual record of more than \$1.5 trillion. The total was bolstered by a \$17 billion bond sale by heart-rhythm device maker Medtronic. Early Elections in Israel Israeli Prime Minister Benjamin Netanyahu fired two centrist members of his coalition, and called for early elections. Faction leaders in the Knesset set a March 17 date. Protest March Planned Civil rights leaders will march on Washington Dec. 13 to protest police violence. The plan came a day after a New York grand jury declined to indict a police officer in the death of Eric Garner, who was filmed saying he couldn't breathe. In Brief • President Obama nominated Ashton Carter as defense secretary. • Moody's downgraded Japan's credit rating to single-A1. • Christie's CEO is leaving, weeks after the ouster of Sotheby's boss. • Bank of New York Mellon said it is giving a board seat to activist investor Trian Fund Management. "Hitler also failed when...he was going to destroy Russia. Everyone should remember how it ended." Russian President Vladimir Putin on Western attempts to weaken the nation. Illustration: Zach Trenholm for Barron's Most international bribes are paid by large companies, usually with management's knowledge, an OECD analysis found: 10.9%: bribes' share of total transaction value on average 57%: share of bribes to get public procurement contracts \$13.8 million: average amount per bribe 27%: bribes given to employees of state-owned enterprises 11%: share of total bribes taken by heads of state and ministers E-mail: editors@barrons.com

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