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South-western college Publishing   Business communication-process &
Product
Chapter   Words & Notes

1 2   2
2   7   8   9   10   11
12

CHAPTER 7 ROUTINE LETTERS AND GOODWILL MESSAGES Case Study:Communication in Process:Ben Jerry's uses Routine Letters to Sweeten Relations With Customers Strategies for Routine Letters Direct Request Letters Checklist for Writing Direct Requests Direct Reply Letters Ethical Insights:Using Caution in Writing Letters of Recommendation Recommendation Checklist for Writing Direct Replies Writing Winning Goodwill Messages Checklist for Writing Goodwill Messages Writing International Letters Case Study:Process to Product:Applying Your Skills at Ben Jerry's Summary of Learning Bbjectives Chapter Review Critical Thinking Activities WORDS nOTESCHAPTER 8 ROUTINE MEMOS AND EMAIL MESSAGES Case Study:Communication in Process:Getting Facts on Record at Shore Memorial Hospital Writing Routine Memos and E-Mail Messagrs Tech Talk:Not exactly a Paperless Office,But close Using Email Effectively Career Coach:E-Mail Netiquette-Courtesy in Cyberspace Kinds of Memos Case Study:Process in Progress:Shore Memorial Hospital Revisited Checklist for Wrting Routine Memos and E-mail Messages Case Study:Process to Product:Applying Your Sklls at Shore Memorial Hospital Summary of Learning Obijectives Chapter Review Critiacal Thinking Activities Word NotesCHAPTER 9 PERSUASIVE AND SALES MESSAGES Case Study:Communication in Process:Amazon.com Learns How to Persuade its Web Customers Learns How TO persuade Its Web Customers Stategies for Making PERSUASIVE rEQUESTS Career Coach:Seven Rules Every Persuader Should Know Ethical Insights:What's Fair in Persuasion?Avoiding Common Logical Fallacies Writing Successful Persuasive Requests Case Srudy:Process in Progress:Amazon.com Revisited Checklist for Making Persuasive Requests Planning and Composing Sales Letters Dveveloping Persiuasive News Releases Case Study:Process to Product:Applying Yours Sklls Amaxzon.com Summary of Learning Objectives Chapter Review Critical Thinking Activities Words NotesCHAPTER 10NEGATIVE MESSAGES……CHAPTER 11 REPORT PLANNING AND RESEARCHCHAPTER 12EMPLOYMENT COMMUNICATIONWords Notes

Frntloading in the Opening. You should begin everyday messages in a straight-forward manner by frontloading the main idea. State immediately why you are writ-hag so that the reader can anticipate and comprehend what follows. Remember, everytime a reader begins a message, he or she is thinking, "Why was this sent to me

~ "What am I to do

" Some writers make the mistake of organizing a message as if they were tellinga story. They start at the beginning and follow the same sequence ha which theythought through the problem. This means reviewing the background, discussing thereasons for action, and then requesting an action. Most business letters, though, arebetter written hackwards. Start with the action desired or the main idea. Dont getbogged down ha introductory material, history, justifications, or old-fashioned ~ousi-ness" language.

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