

LESIKAR'S  
BUSINESS  
COMMUNICATION

Connecting in a Digital World 13e

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# Chapter 1

## Understanding Workplace Communication

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# Chapter Overview

- The importance of communication in business
- Current challenges
- The three main categories of communication in business
- Formal and informal networks
- Business communication as problem solving
- The contexts of business communication
- The business communication process

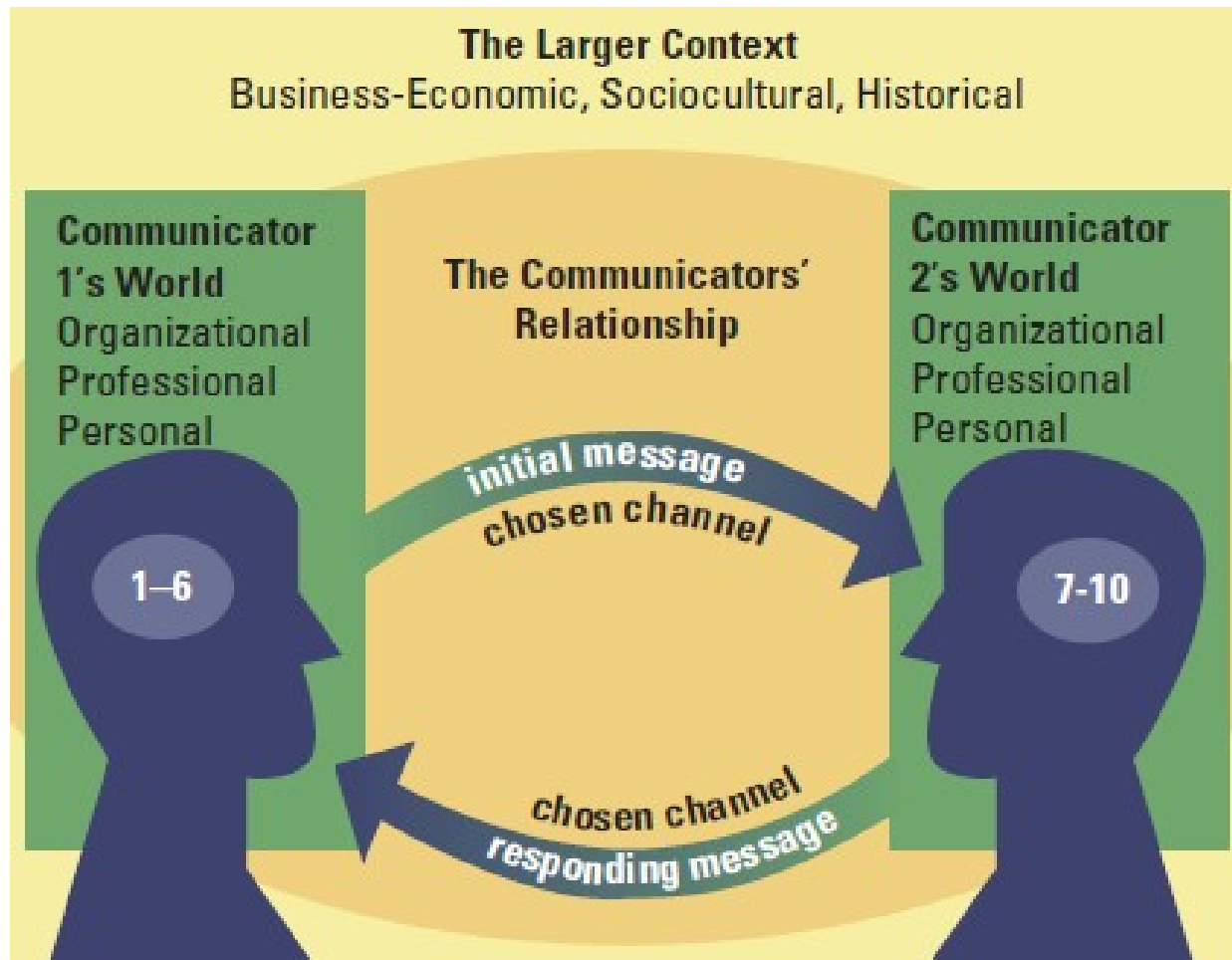
# Communication Challenges

- The need for expanded media literacy
- Increased globalism and workplace diversity
- Increased need for strong analytical skills
- Increased focus on ethics and social responsibility

# Factors Impacting Communication

- Nature of the business
- Size and complexity
- Industry environment—stable or volatile?
- Geographic dispersion
- Organizational culture

# A Model of Business Communication



# The Bottom Line

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**“The goal of business communication is to create a shared understanding of business situations that will enable people to work successfully together.”**





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