

Effective Business Communications

718 4011101

HERTA A. MURPHY

Professor Emeritus of Business Administration and Business Communication University of Washington

HERBERT W. HILDEBRANDT

Professor of Business Administration and Professor of Communication University of Michigan Business School

JANE P. THOMAS

Director, BBA Communication University of Michigan Business School

The McGraw-Hill Companies, Inc.

New York St Louis San Francisco Auckland Bogotá Caracas Lisbon London Madrid Mexico City Milan Montreal New Delhi San Juan Singapore Sydney Tokyo Toronto ten munication: Chapter 11 a Shurt Reporte 781

Suggestions for Shirt Reports 292 Developing the Main Sections / Outlining the Major Sections / Including Other Destroids Sections

Informational Memorandum Reports 248 Conference Reports / Progress Reports / Periodic Reports

Analytical Manurandum Reports 20% Steps in Proporting on Analytical Personnel Report / Recommendation-Justification Reports

Letter Reports - Informational and Analytical 395
Informational Letter Reports I Analytical Letter Reports

Summary 310

Exercises and Problems 311

Chapter 12 . Long (Formal) Reports 317

Prefatory Sections 318

Cover and External Title / Title Fly and Internal Title / Letter or

Memorandum of Transmittal / Table of Contents / Executive Susanary,

Abstract, Synopsis

Supplemental Sections 328

Bibliography / Footnotes and Endnotes (Citations) / Appendix / Clossory /

Index

Presentation of the Long Report 333

Writing the First Draft / Editing and Revising the Rough Drafts / Typing the Final Document

Examples of Pages from a Long Analytical Report 337
Summary 347
Exercises and Problems 348

Chapter 13 . Proposals 353

Purposes of Proposals 354

Kinds of Proposals 355
Research Proposals / Business Proposals

Parts of Proposals 356

Title Page / Executive Summary, Abstract, Synopsis / Draft Contract / Tab
of Contents / Introduction / Background / Procedures / Equipment and
Facilities / Personnel / Budget / Appendixes

Short Proposals 361

Long Formal Proposals 367

Request for Proposal (RFP) / Chronology of Procedures for Solicited Maj.

Proposals / U.S. Government Proposals / Sample Sections of Long Proposals

Writing Style and Appearance 375
Summary 376

	CONTENTS	successful	
		areful Speaking and South	
es lication	Strategies for Improving	Oral Presentations 384 Oral Presentations 384 Service Oral Presentations / Kinds of Oral Service Oral Presentations / Kinds of Oral Service Oral Presentations / Strategies for an Elivering the Oral Message / Strategies for an Effective Nonverbal Delivery / Strategies for an Effective Nonverbal Delivery strategies for Decreasing Speaking Fears	
		Lage E. Decreasing	
	Summary 404		
2	Chapter 15 • Strategies for Speaking 408 Purposes of Informative a	nd Persuasive Speaking 409 nd Persuasive Specific Purposes	
	Kinds of Informative and Informative Speaking / I	Persuasive Speaking Persuasive Speaking Persuasive Speaking A21	
	Organization for Informat The Introduction / The B	ive and Persuasive Speaking 426 ody (Text, Discussion) / The Summary or	
	Supports for Informative a Six Forms of Support (Ev	nd Persuasive Speaking 436 idence, Data) / Questions on Forms of Support	
	Summary 441		
	Exercises and Problems 4	42	
	Reference 445		
V	Chapter 16 • Strategies for Communication 446	Successful Interpersonal	
	Dyadic Communication 44 Self-Perceptions / Dyadic C	Communication Relationships	
,1	Interview Purposes / Interview Responsibilities	iewce's Responsibilities / Interviewer's	
Te	elephoning 462		

Summary 465
Exercises and Problems 465
Reference 468

Suggestions for Dictating / Example of Dictation

Dictating 462

Chapter 17 . Strategles for Successful Business and Group Meetings 449, ...

Background Information on Groups 470
Definition of a Group Meeting / Formation of Groups

Purposes and Kinds of Meetings 472
Informational Meetings / Suggested Solution Meetings / Problem-Solving
Meetings

Solving Problems in Meetings or Groups 474

Authorization for a Committee / Methods of Solving Problems in Meetings

Leadership Responsibilities in Meetings 480

Kinds of Leadership / Planning Steps Before the Meeting / Procedures

During the Meeting / Follow-Up After the Meeting

Participant Responsibilities in Meetings 490
Preparation for Meetings / Effective Participant Roles in Meetings

Summary 494

Exercises and Problems 495

References 500

Chapter 18 • The Job Application Process—The Written Job lication Presentation 503

Self-Assessment 504

Know Your Skills / Know Your Accomplishments / Know Your Interests /

Know Your Personal Values

Market Assessment 508
Written Sources of Career and Job Information / Helpful Persons Regarding
Employers and Jobs

Resume (Vita, Qualifications Brief) 509

Opening Section / Education / Work Experience / Achievements, Awards,

Service Activities / Personal Data (Optional) / References / Sample Resumes

Cover Letter to Resume 515

Opening—For Favorable Attention / Middle Paragraphs—For Data, Details / Last Paragraph—For Easy Action / Sample Letters of Application

Summary 525

Exercises and Problems 526

Chapter 19 The Job Application Process—Interviews and Follow-Up 532

Successful Preparation for the Job Interview 533

Prior to the Interview / Chronology of the Interview / Activity During the Interview / Answering or Asking Questions During the Interview

Successful Follow-Up Messages After the Interview 540

Candidate to Employer (Eleven Sample Letters) / Employer to Candidate
(Seven Sample Letters)

Successful Negotiating 552 pessful Negotiating 552

Basic Preparation for Negotiating the Job Offer / Basic Issues in Negotiating

Basic Preparation for Negotiating the Job Offer / Basic Issues in Negotiating the Job Offer

Summary 556 Exercises and Problems 556

References 559

NDIXES

A . Visual Aids in Business Communication

Graphics for Quantitative and Other Data 564 Equipment / Graphics Packages for Visual Aids

Sample Graphics for Quantitative and Other Data 566 Outline Charts / Tables / Bar Graphs / Pie Charts / Line Graphs / Area Graphs / Pictograms / Other Visual Aids

Checklist for Effective Visual Presentations 577

8 . Grammar, Punctuation, and Style 578

Dangling Modifiers / Coherence / Parallel Structure

Period / Comma / Semicolon / Colon / Dash / Hyphen / Exclamation Mark / Punctuation 582 Question Mark / Quotation Marks / Ellipsis / Apostrophe / Slash

Abbreviations / Numbers as Numerals or Words / Word Choice

C ■ Business Communication and Legal Issues 594

Defamation 595 Publication / Privilage / Defamatory Terms

Invasion of Privacy 601 An Employee's Personal Disabilities / An Employee's Personal Identity and Private Facts / An Employee's Records, Reports, Letters, and Electronic Data

Misrepresentation and Fraud 603 Innocent Misrepresentation / Fraudulent Misrepresentation / Sales Warranties / Frauds

Laws Regarding Employment, Credit, and Collections 605 Employment—and Preemployment Inquiries / Credit and Collections

Other Areas of Caution in Business Communication 608 Copyrights / Computer Data Security