This seventh edition of *Communicating at Work* builds on the time-tested approach that has made it the most widely adopted text in its market.

- **Practical, real world focus.** Every page of *Communicating at Work* provides information that readers can use to become more successful in their professional (and, not incidentally, their personal) lives. Over almost two decades, both novices to the business world and career veterans have found this approach useful—especially in classes with students with diverse levels of experience.

- **Focus on communication technology.** Communication technology is expanding and changing, and *Communicating at Work* keeps readers up to date on the latest developments. For example, Chapter 1 now offers advice on effective cell phone use and also provides tips on using "instant messaging" in a business context; Chapters 8 and 9 describe how work teams can create their own private Web-based "Intranet" for collaborating on tasks; Chapter 12 now includes an expanded discussion of the advantages and potential pitfalls of using Microsoft PowerPoint and other presentation software; and Chapter 14 provides tools for evaluating the quality of information from the Web that is used as evidence in presentations.

- **Emphasis on ethical communication.** We believe that principled behavior and effectiveness aren't incompatible. Throughout the book, both in *Ethical Challenge* boxes and the text itself, readers are invited to consider ways to do the right thing and achieve their goals.

- **Strong coverage of workplace diversity.** Working with people from different backgrounds is more common and important than ever, so *Communicating at Work* addresses this topic thoroughly. Most obviously, Chapter 2 focuses on communicating in a diverse workforce including international contacts, members of co-cultures at home, and with colleagues and customers who have disabilities. Other chapters, too, provide suggestions on how to understand and adapt to communication and cultural styles different from one's own.

- **Pedagogy for efficient learning.** *Communicating at Work* is designed to make learning and application of concepts and skills as efficient as possible. Chapters open with an outline of the forthcoming material and conclude with narrative summaries, lists of key terms (including page references where they first appear in the text), activities, and resources for further reading.

On the Web boxes lead readers to a wealth of Internet resources that expand on material in the text. For example, Chapter 7 directs readers to job leads on the Internet; Chapter 10 lists websites where students can access demographic information to construct more accurate analyses of their audiences when planning presentations; and Chapter 11 provides links to Web-based tools for organizing presentations quickly and easily.

Career Tip boxes provide ideas on how to leverage their skills toward career success. For example, one box in Chapter 2 offers tips on finding employment overseas. A tip in Chapter 4 discusses how to break the habit of interrupting others; and Chapter 9 shows less assertive communicators how to get credit for their ideas in meetings.

New in This Edition

This edition of *Communicating at Work* builds on the strengths of previous versions in several ways.

- **Real world case studies.** Now each of the five parts opens with a new case study illustrating how that section's material operates in the real world of everyday business. The case study scenarios reflect working situations common to traditional and returning college students. Questions that accompany each case guide readers to synthesize material from chapters in that section.

- **Streamlined material.** Now with only 14 chapters, the whole text fits more easily into single-semester or quarter formats. Careful editing has controlled chapter length without sacrificing content. A single chapter (Chapter 14) now covers both informative and persuasive speaking strategies. Material on group presentations and special-occasion speaking now appears in new Appendix 1, where it is available as needed without adding length to chapters.

- **Expanded, but unobtrusive coverage of business writing.** Appendix 2, "Business Writing" has been expanded to include tips on choosing the best format for common types of business documents, strategies for successful writing, and information on reports and "Writing for Employment" (traditional and electronic résumés, job application letters, and follow-up correspondence).

- **New material.** Throughout *Communicating at Work* new topics have been introduced in response to the requests of professors, students, and business professionals. For example, Chapter 4 now provides coverage of personal listening styles and advice on how to adapt one's approach to fit the receiver's preferred style. Chapter 7 contains information on increasingly common types of employment interviews and responding to the unexpressed goals that often lie behind apparently innocuous interview questions. Chapter 9 now introduces readers to parliamentary procedure, explaining when this set of rules can be used to boost the efficiency of meetings and protect the rights of members.

  Along with new material, concepts from previous editions have been updated and expanded. For example, Chapter 1 now offers tips for cultivating a personal network of contacts. Chapter 3 offers new, practical advice on avoiding unintended sexual harassment and dealing with harassment when it arises. It also offers suggestions on how to dress appropriately in the confusing mix of formality and "business casual" that characterizes the workplace in the early 21st century. Chapter 5 contains expanded coverage of win–win problem solving and negotiating, and Chapter 13 offers practical advice on how to minimize speaking anxiety.

- **Improved design.** Long-time users of *Communicating at Work* will recognize that this edition's full-color design is a quantum leap beyond the look and feel of previous versions. We are confident that the improved design will stimulate readers and present material in a manner that reflects its importance.

Resources for Instructors and Students

This new edition of *Communicating at Work* offers an expanded array of resources that will help instructors teach and students learn.

Resources for Students

- An extensive **Online Learning Center** website at **at www.mhhe.com/adler7** contains a variety of resources and activities including interactive quizzes, glossary flashcards and crossword puzzles, Internet exercises, and links to scores of communication-related websites, both those identified in On the Web boxes within the text and others.
- A **Student CD-ROM** is packaged free with every copy of the book. The dual-platform CD-ROM can be used with both Windows and Macintosh operating systems. It includes:
  - *Self-quizzes with feedback,* prepared by Carolyn Clark, which students can use to test their mastery of concepts in the text.
  - *Business document templates* for students to create résumés, cover letters, agendas, memos, and faxes.
  - An *outline tutor* that will help students organize the material for their presentations.
  - A *PowerPoint tutorial* that includes both instructions for basic operations and tips for designing effective PowerPoint presentations.
  - *Glossary flashcards* for mastering the book's key terms.
  - *Video clips* from the "Communication Concepts" volume described below.
  - A *learning assessment tool* that helps students identify the best ways to learn.
  - A *Study Skills Primer* that offers advice to help students take advantage of all that college has to offer.
  - An *Internet Primer* minicourse about the basics of computer and Internet use.
  - McGraw-Hill's *Guide to Electronic Research,* which provides an in-depth look at using the computer and the Internet as a research tool.
  - The text's *Glossary*
  - A quick link to the *Online Learning Center* website

Resources for Instructors

Instructors will receive a CD-ROM with the following tools, designed to make teaching more efficient and effective:

- **An updated and improved Instructor's Manual and Test Bank** by Paul Turman of Northern Iowa University. This volume includes a wealth of new teaching strategies including an expanded test bank with an increased number of synthesis and application questions, easy-to-print 10-item quizzes, assignment handouts for each chapter, new classroom activities, and a new section on incorporating feature films and television programming into the course.
- **Computerized testing software** (in Windows and Macintosh formats) to easily create quizzes and examinations from the bank of class-tested questions; Instructors can also add new questions of their own.
- **PowerPoint lecture slides** for each chapter, containing both points from the text and selected figures and tables. These slides can be used as is or modified to fit the specific content of each instructor's course.

- **Video clips** from the "Communication Concepts" volume described below.

     In addition to the CD-ROM, instructors who use *Communicating at Work* will have at their disposal the following instructional tools:

- **"Communication Concepts" videotape.** This videotape, developed by Mary Frost, illustrates how communication principles covered in *Communicating at Work* appear in everyday life. Topics include nonverbal communication, defensive/supportive and aggressive/assertive messages, employment interviewing, small group communication, and presentation techniques.

- **PageOut Web authoring tool.** This easy-to-use tool is designed for instructors just beginning to explore ways of using the Web as a teaching and learning resource. In less than an hour, even the novice computer user can create a course website with the PageOut template. PageOut lets you offer your students instant access to your syllabus, lecture notes, and original material. Students can even check their grades online. And you can pull any of the McGraw-Hill content from the *Communicating at Work* Online Leaning Center into your website. To find out more about PageOut, ask your McGraw-Hill representative for details or fill out the form at **www.mhhe.com/pageout.** All online content for this text is supported, not only by PageOut but also by WebCT, eCollege.com, and Blackboard.