REVIEW OF KEY POINTS

- The success of an employee depends on his or her ability to compile and write informational reports, analytical reports, formal business reports, and informal memorandums.
- Expertise in informal and formal report writing, research skills, documentation styles, and electronic searching allows any business person to take the inception of an idea or product to completion.
- An accurate recording of the meeting assists in expediting an adopted proposal. Meeting notes should appear in a neat, well-arranged form.
- A public relations specialist should give the who, what, where, when, and how in a news story.

CASE 11.1

Composing Press Releases

Have you ever wondered what services are available for companies to post their press releases online? *Press Release Network* is a global electronic press release distribution service and online media monitoring service dedicated to helping clients promote their business on the Internet. The company just received an award for its outstanding accomplishments.

Visit its Web site at: **www.mhhe.com/cec9**.

Look at one of its press releases online.

Print out the press release; highlight the most important content and critique it based on the guidelines suggested from Chapter 11 on composing a press release.

Find out how much the company would charge you to write a press release.

Click on "Frequently Asked Questions" (FAQs). Find out how often they update their media database.

Internet Quest

Evaluating Sources

When gathering information, effective researching skills are essential. Rather than wasting time blindly searching for relevant sites, one effective way to research information is to search sites that have already reviewed millions of sites for you and lists top choices that match your request only. Use **www.mhhe.com/cec9** in your next research project to help you effectively gather information.

Internet Quest

Jargon and Clichés

In business communication, numerous business jargon or clichés are used in both oral and written form. Browse through the University of South Carolina Aiken's Business Jargon Dictionary to see sample quotes that show how the jargon was used at **www.mhhe.com/cec9**.

CASE 11.2

Analyzing Reports

Desmond Withers works as lead financial analyst at General Electric in Louisville, Kentucky. Desmond has been asked by senior financial analysts to present his proposal on the expansion of a GE plant into Columbus, Ohio. Being a part of Desmond's team, you have been asked to provide a rationale for why GE should expand to Columbus, Ohio. You are to gather secondary sources on population statistics, skilled labor potential, and possible competition. He has asked you to put together a report so he can submit his initial ideas in a formal report to the board of senior financial analysts.

What type of informal report would be best to explain the rationale for expanding to Columbus? Why?

Using the Internet, look up three sources on Columbus population statistics, skilled labor statistics, and possible competition to GE. Provide a two-paragraph rationale citing the three sources; use one of the three documentation styles mentioned in the chapter.

Communicating in Your Career

If you were the recorder for a meeting to determine the benefits of providing cellular phones to delivery representatives of United Parcel Services, how would you organize the agenda of the meeting? Based on Exhibit 11.12, compose an agenda that would easily allow for you to take impeccable notes.

Ethics in Action

Ethics and Plagiarism

Your boss has asked you to prepare an informal report for your department, comparing and contrasting various page layout software available in the marketplace. While reading a business magazine, you come across a complete analysis of the software you are reviewing. You decide to use this analysis for your report since you're running out of time. Is this unethical? Is this legal?