preface

Few assets are more valuable to career success than the ability to communicate effectively. Technical skills alone aren't enough for job success: The ability to communicate clearly and persuasively and to understand others and work with them smoothly often makes the difference between success and failure, for both individuals and their organizations.

This edition of *Communicating at Work* is aimed at helping all career-minded readers. Novices to the business world will be introduced to skills they will need for on-the-job success. Readers who have ample job experience but recognize that there is always potential for communicating more effectively will also find useful tips and tools.

Continuing Features

The eighth edition of *Communicating at Work* continues the features that have made it the most widely used text in its market:

- A **practical, real-world focus,** with every page containing useful advice and examples about how to communicate effectively.
- A **focus on communication technology** offers tips on when and how to use tools like e-mail, instant messaging, videoconferencing, presentation software, and other technologies.
- **Strong coverage of workplace diversity** helps readers communicate with others from different backgrounds and choose approaches that work for everyone involved.
- An emphasis on **ethical communication** discusses how communicators can achieve their goals in a way that doesn't compromise moral integrity.

New to This Edition

New Chapter: Types of Business and Professional Presentations

Most business and professional presentations differ significantly from the forms taught in college public speaking classes. This chapter provides detailed guidelines for planning and delivering the most important and common types of presentations, including reports, briefings, orientations, proposals, and training. In addition, the chapter offers guidelines for speaking on special occasions, including introducing another speaker, presenting and accepting awards, giving toasts, and welcoming guests.

Streamlined Material

The body of useful information continues to grow, but academic semesters haven't gotten any longer. To keep teaching and learning manageable, the text has been edited throughout to present ideas more concisely, without sacrificing content. For example, Chapter 4 has been reorganized to emphasize listening skills in a briefer, clearer manner. Guidelines for building credibility are presented earlier (in Chapter 10) and more concisely, so speakers can apply them throughout the process of planning a presentation. All methods for organizing a presentation are now presented together in Chapter 11 instead of being split between two chapters.

New and Updated Material

Every chapter contains new material to help readers communicate more effectively on the job. Topics include the costs of poor communication in the workplace, how to avoid the pitfalls of using e-mail, how to deal with unpleasant coworkers, tips for giving feedback constructively, and guidelines for telephone meetings and videoconferences.

- **New *Career Tip* sidebars**   These boxes offer practical advice on a diverse array of topics including cubicle etiquette, getting your message across in less than a minute, when to use logical arguments and when emotional appeals will work best, using a microphone effectively, and how to request a raise.

- **New *On the Web* sidebars**   These provide quick links to websites that support and expand ideas from the text. New topics include: personal networking resources, finding jobs and internships abroad, jargon-detecting software, dealing with sexual harassment, negotiating ethically, virtual meetings, and resources for conducting training.

- **New *Quick Guide***   This laminated guide, bundled with every new book, offers a handy step-by-step guide for planning the most common types of business and professional communication: meetings, interviews, presentations, and problem-solving negotiations.

Design and Pedagogy

- **New design and illustration program** presents material in an eye-catching way. This edition includes dozens of photographs and cartoons that capture the challenges of communicating at work in a compelling, often humorous manner. For example, new cartoons poke fun at topics including poor downward communication, how technology fosters the spread of rumors, differing organizational cultures, the folly of needless win–lose competition, poor answers to interview questions, and the limitations of PowerPoint software.

- **Improved pedagogy for better learning**   Learning Objectives (cognitive and behavioral) now open each chapter, showing readers exactly what they need to learn to master the material in each chapter.

Resources for Students and Instructors

- *Communicating at Work* **Website, the Online Learning Center** at **www.mhhe. com/adler8** offers up-to-date links to the constantly growing number of sites with useful information and advice for business communicators. Since some links listed in the "On the Web" sidebars in the text may change, this site will help readers locate the resources they are seeking. The website provides instructors with PowerPoint slides and downloadable supplements and provides students with learning tools to help them master course concepts. Icons in the text direct students to relevant resources on this website, which include self-quizzes, Internet exercises, business document templates, and glossary flash cards.

- *PowerWeb* is a component of the Online Learning Center that brings information on the Internet to a course. It features current articles, curriculum-based material, and research tools. This content, which is password protected, is offered free with new copies of the text.

- **Student CD-ROM**   The CD that accompanies the text contains learning tools to help students comprehend and review course concepts. These tools are fully integrated with the text through the use of CD icons in the text margins that notify students which CD tool to use. The CD contains self-quizzes, videos, business document templates, outline tutor, PowerPoint tutor, and glossary flash cards.
- An **Instructor's CD-ROM** (compatible with Macintosh and IBM computers) offers the following resources:
    - An **updated Instructor's Manual, Resource Integrator and Test Bank** by Carolyn Clark provides a wealth of teaching strategies, classroom activities, resources for professors and students, and examination questions. The Chapter Integrator section breaks each chapter down by course objectives and identifies instructional resources relevant to each objective.
    - **PowerPoint** slides of key information from the book allow instructors to present lecture material in computer-generated format.
    - **Computerized testing software** makes it easy to create examinations from the bank of existing questions, as well as allowing instructors to add new ones of their own.
- *Communication Concepts* **video** provides scenarios of common types of business and professional interaction for analysis. The video is available in VHS format and on the student CD-ROM.
- **PageOut: The Course Website Development Center**   All online content for this text is supported by WebCT, eCollege.com, Blackboard, and other course management systems. PageOut was designed for novice instructors who are just beginning to explore Web options. Even the novice computer user can create a course website with a template provided by McGraw-Hill. To learn more about PageOut, ask your McGraw-Hill representative for details, or fill out the form at www.mhhe.com/pageout.