This is “Preface”, article 4 from the book Communication for Business Success (index.html) (v. 1.0).

This book is licensed under a Creative Commons by-nc-sa 3.0 (http://creativecommons.org/licenses/by-nc-sa/3.0/) license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by Andy Schmitz (http://lardbucket.org) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's attribution page (http://2012books.lardbucket.org/attribution.html?utm_source=header).

For more information on the source of this book, or why it is available for free, please see the project's home page (http://2012books.lardbucket.org/). You can browse or download additional books there.

Preface

Business Communication for Success (*BCS*) provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor.

This series features chapters with the following elements:

- Learning Objectives
- Introductory Exercises
- Clear expectations, relevant background, and important theories
- Practical, real-world examples
- Key Takeaways or quick internal summaries
- Key terms that are easily identified
- In-chapter assignments
- Postchapter assessments linked to objectives and skills acquisition

Each chapter is self-contained, allowing for mix-and-match flexibility and custom or course-specific design. Each chapter focuses on clear objectives and skill demonstrations that can be easily linked to your syllabus and state or federal requirements. Supported by internal and external assessments, each chapter features time-saving and learning-enhancement support for instructors and students.

BCS is designed to help students identify important information, reinforce for retention, and demonstrate mastery with a clear outcome product.

The text has three content categories:

1. Foundations
2. Process and products
3. Contexts

The first three chapters form the core foundation for the study of oral and written business communication. The next sequence of chapters focus on the process of writing, then oral performance with an emphasis on results. The final sequence focuses on contexts where business communication occurs, from interpersonal to intercultural, from groups to leadership.

In each of the process and product chapter sequences, the chapters follow a natural flow, from prewriting to revision, from preparation for a presentation to performance. Each sequence comes together in a concluding chapter that focuses on action—where we apply the skills and techniques of written or oral communication in business, from writing a letter to presenting a sales speech. These performances not only serve to reinforce real-world applications but also may serve as course assessments. All chapters are compartmentalized into sections so you can choose what you want to use and eliminate the rest, and here the beauty of Unnamed Publisher rings true—you can adapt and integrate content from other texts or your own work to truly make it fit your course and student needs.