

BUSINESS COMMUNICATION

ESSENTIALS

6TH EDITION BY BOVEE

TEST BANK

Chapter 1 Understanding Business Communication in Today's Workplace

1) Which of the following is true about the importance of effective communication to your career and to the companies where you will work?

- A) Communication is important for most jobs, except technical jobs such as engineering or finance.
 - B) The higher you rise in your organization, the more time you spend using the technical skills of your profession, and the less time you spend communicating.
 - C) Good communicators are generally more difficult to find than good accountants, good engineers, or good attorneys.
 - D) Good communication has not been linked to financial advantages for companies.
 - E) Communication is important for most jobs, unless you are an entrepreneur.
- Answer: C

Explanation: C) The world is full of good marketing strategists, good accountants, good engineers, and good attorneys—but it is not full of good communicators. Acquiring good communication skills will provide you with an opportunity to stand out from your competition in the job market.

Classification: Conceptual

AACSB: Communication

Abilities LO: 1

Business Communication Essentials 6th Edition Answers

Michael Seilmaier



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Business Communication Essentials Courtland L. Bovée, John V. Thill, 2007 For courses in Business Communication and Skills Development and offering current material on technology etiquette and listening skills as well as a discussion of employment related topics this is a handbook of grammar mechanics and usage **The Vocational-technical Library Collection** Bruce Reinhart, 1970 **Im T/A Business Communication** Merrier, Jones, Krizan, 2004-03 **El-Hi Textbooks and Serials in Print**, 2006 *Effective Business Communications* Herta A. Murphy, Herbert William Hildebrandt, 1984 The Murphy book gives strong emphasis to completeness conciseness consideration concreteness clearness courteousness and correctness in business communication These seven Cs guide student readers to choose the content and style that best fits the purpose and recipient of any given message Pedagogically rich most chapters in this paperback text include checklists mini cases and problems Communication Probe boxes which summarize related research and sidenotes that isolate significant points that should not be missed Two new chapters are devoted to ethics and technology respectively *El-Hi Textbooks in Print*, 1984 *Business Education Forum*, 1990 **Books in Print Supplement**, 2002 **Accountability is the Key** John Hunt, 2013-11-14 School administration is more difficult today than at any time in our history Whether addressing the needs of students parents or staff at the building level or facing the questions posed by the board of education the media or the general public at the district level administrators face constant calls for accountability Demands for administrative accountability have steadily increased since the publication of *A Nation at Risk* in 1983 The most recent trend has been to tie administrative evaluations to student performance increasing stress among administrators at all levels The cumulative effect of three decades of challenges to administrative authority has undermined the public's view of educational administrators as experts The author examines the current state of public education including the influence of private individuals and foundations and alternative approaches to the educational delivery model and then highlights successful examples of public education He concludes by considering input of current administrators and school board members and presents a strategy which educational administrators can employ to win back public confidence and support *Excellence in Business Communication* John V. Thill, Courtland L. Bovée, 2007 This best selling book captures the dynamics of business communication as no other on the market does It presents the subject in a fascinating way powerfully stimulating and motivating readers this book gives the foundation for excellent effective and practical business communication By offering On the Job simulations that feature actual companies readers apply business communication concepts to real situations and sharpen their problem solving skills Incorporating a three step approach to writing planning writing and completing business messages *Excellence in Business Communication* covers letters memos e mail and other brief messages reports and oral presentations and employment messages including resumes and application letters With its helpful appendices and a Handbook of Grammar Mechanics and Usage this a must have desk reference for anyone responsible for writing business

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