

LEARNING OBJECTIVES

After studying this chapter, you will be able to

- 1 Define *communications*, and explain the importance of effective business communication.
- 2 Explain what it means to communicate as a professional in a business context.
- 3 Describe the communication process model, and explain how social media are changing the nature of business communication.
- 4 Outline the challenges and opportunities of mobile communication in business.
- 5 Define *ethics*, explain the difference between an ethical dilemma and an ethical lapse, and list six guidelines for making ethical communication choices.
- 6 Explain how cultural diversity affects business communication, and describe the steps you can take to communicate more effectively across cultural boundaries.
- 7 List four general guidelines for using communication technology effectively.
- 8 Identify six related skills that you will have the opportunity to develop as you work on your communication skills in this course.

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COMMUNICATION MATTERS . . .

"Writing, communication skills, and organizational skills are scarce everywhere. These skills are in demand across nearly every occupation—and in nearly every occupation they're being requested far more than you'd expect based on standard job profiles. Even fields like IT and engineering want people who can write."
—The Human Factor: The Hard Time Employers Have Finding Soft Skills, Burning Glass Technologies

Burning Glass Technologies continually studies the job market, using artificial intelligence to figure out what skills employers are looking for and comparing those with the skills that job seekers have to offer. After analyzing millions of job openings across a wide range of industries, one conclusion jumped out: Today's employers are looking for people who know how to communicate. In every profession except two, communication skills are the most-requested qualification (and in those two professions, they ranked second).¹

What does this mean to you? It means that no matter what career path you might follow, improving your communication skills will give you a significant competitive edge in the job market. And you've come to the right place! This course is designed to help you develop the skills that will help you get ahead.



Burning Glass applies artificial intelligence to the challenges of matching employer need with employee skill sets.

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Essentials Of Business Communication Chapter Answer

Deirdre Breakenridge



Essentials Of Business Communication Chapter Answer:

Essentials Of Business Communication Chapter Answer Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Essentials Of Business Communication Chapter Answer**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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FAQs About Essentials Of Business Communication Chapter Answer Books

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