

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.

Photo credit: iStockphoto

Essentials Of Business Communication Chapter Answer

Lingjun Ying



Essentials Of Business Communication Chapter Answer:

Unveiling the Magic of Words: A Report on "**Essentials Of Business Communication Chapter Answer**"

In some sort of defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their ability to kindle emotions, provoke contemplation, and ignite transformative change is really awe-inspiring. Enter the realm of "**Essentials Of Business Communication Chapter Answer**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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