

## Business And Professional Communication In The Digital Age

Effective communication in business and commercial organizations is critical, as organizations have to become more competitive and effective to sustain commercial success. This thoroughly revamped new edition distils the principles of effective communication and applies them to organizations operating in the digital world. Techniques and processes detailed in the book include planning and preparing written communication, effective structures in documents, diverse writing styles, managing face-to-face interactions, using visual aids, delivering presentations, and organising effective meetings. In every case the authors consider the potential of new technology to improve and support communication. With helpful pedagogical features designed to aid international students, this new edition of a popular text will continue to aid business and management students for years to come. Additional content can now be found on the author's website - [www.rethinkbuscomm.net](http://www.rethinkbuscomm.net)

This textbook provides a comprehensive introduction for students and professionals who are studying English for business or workplace communication and covers both spoken and written English. Based on up-to-date research in business communication and incorporating an international range of real-world authentic texts, this book deals with the realities of communication in business today. Key features of this book include:

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use of English in social media that reflects recent trends in business communication; coverage of the concept of communicative competence; analysis of email communication; introduction to informal English and English for socialisation as well as goodwill messages, such as thank you or appreciation messages, which are a part of everyday interaction in the workplace; examination of persuasive messages and ways to understand such messages; an e-resources website that includes authentic examples of different workplace genres and a reference section covering relevant research studies and weblinks for readers to better understand the topics covered in each chapter. This book goes beyond the traditional coverage of business English to provide a broad and practical textbook for those studying English in a workplace setting.

Engineers must possess a range of business communication skills that enable them to effectively communicate the purpose and relevance of their idea, process, or technical design. This unique business communication text is packed with practical advice that will improve your ability to—

- Market ideas
- Write proposals
- Generate enthusiasm for research
- Deliver presentations
- Explain a design
- Organize a project team
- Coordinate meetings
- Create technical reports and specifications

Focusing on the three critical communication needs of engineering professionals—speaking, writing, and listening—the book delineates critical communication strategies required in many group settings and work situations. It demonstrates how to integrate a marketing strategy into every facet

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of engineering communication, from presentations, visual aids, proposals, and technical reports to e-mail and phone calls. Using situational examples, the book also illustrates how to use computers, graphics, and other engineering tools to effectively communicate with other engineers and managers.

The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field. The four main sections of the Handbook cover: Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field, but also looks to possible future developments. Contributions from international scholars and practitioners, focusing on specific issues, explore the major approaches to professional communication and bring into focus recent research. This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication.

**BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 9E** offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail and thoroughly integrates coverage of today's social media and other communication technologies. Building on

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core written and oral communication skills, the ninth edition helps readers make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Readers learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Updated in its 2nd edition, *Business & Professional Communication* focuses on the core concepts and skills of business and professional communication, with an emphasis on leadership for today's global workplace. This comprehensive text is organized around five fundamental principles of communication, providing a useful pedagogical framework for the reader. These principles are applied to a variety of business and professional contexts, including workplace relationships, interviewing, group and team work and giving presentations.

With its emphasis on Australia and New Zealand, this book is a comprehensive and cutting-edge introduction to professional communication.

Gain the knowledge and skills you need to move from interview candidate, to team member, to leader with this fully updated Fourth Edition of *Business and Professional Communication* by Kelly M. Quintanilla and Shawn T. Wahl. Accessible coverage of new communication technology and social media prepares you to communicate

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effectively in real world settings. With an emphasis on building skills for business writing and professional presentations, this text empowers you to successfully handle important work-related activities, including job interviewing, working in team, strategically utilizing visual aids, and providing feedback to supervisors. New to the Fourth Edition: A New “Introduction for Students” introduces the KEYS process to you and explains the benefits of studying business and professional communication. Updated chapter opening vignettes introduce you to each chapter with a contemporary example drawn from the real world, including a discussion about what makes the employee-rated top five companies to work for so popular, new strategies to update PR and marketing methods to help stories stand out, Oprah Winfrey’s 2018 Golden Globe speech that reverberated throughout the #metoo movement, Simon Sinek’s “How Great Leaders Inspire Action” TED talk, and the keys to Southwest Airlines’ success. An updated photo program shows diverse groups of people in workplace settings and provides current visual examples to accompany updated vignettes and scholarship in the chapter narrative.

The present book endeavours to help students involved in business and enterprises to enhance their communication skill. It covers syllabi of BBA and MBA courses. Salient features: \* Extensive research in vocabulary-enabling the students to enhance and enrich their communication skills (both oral and written). \* Guidance for writing business correspondence \* Power point presentation. \* A

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large number of exercises, work sheets, answers and clues. The book will be useful not only for BBA & MBA students but also for those who want to have a first-hand knowledge of business and professional communication

This handy guide to excellent business communications is perfect for anyone, whether preparing for a career, launching a career, or advancing in a career. Future savvy business professionals understand that every organization expects employees to be exceptional business communicators and this book will get you there. Inside, the authors lead you through the most frequently encountered business communication situations with a combined 30 years of marketing and communication experience. Their success will give you very accessible, entertaining, and informative answers to your questions. Also included are real anecdotes from business professionals from different industries.

Students preparing to succeed in today's workplace require solid training in communication skills and principles, as well as experience applying them in realistic professional contexts. In *Business and Professional Communication*, Kory Floyd and Peter Cardon incorporate substantial business-world experience throughout the text's principles, examples and activities. They ensure that the theories, concepts, and skills most relevant to the communication discipline are fully represented. The result is a program that helps students understand and

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apply communication skills in both their personal and professional lives. The 'People First' feature presents students with realistic scenarios that are sensitive, discomforting, or tricky to manage. It then teaches students how to navigate those situations effectively. This gives students concrete skills for preserving relationships with others as they encounter these difficult conversations. Unique to the market, this text includes a dedicated chapter focused on perspective-taking: covering the processes of person-perception; common perceptual errors; the self-serving bias and the fundamental attribution error; the self-concept; and the processes of image management. This equips students to understand and pay attention to the perspectives of others. Business and Professional Communication also includes a dedicated chapter focused on career communication, encouraging students to engage in networking and to consider the priorities and points of view of others as they seek employment and begin to interact professionally.

'Complex Worlds: Digital Culture, Rhetoric, and Professional Communication' is a collection of thought-provoking scholarly essays by teachers and industry practitioners in professional communication and technology-oriented fields. Scrupulously edited for a range of readers, the collection aims to help familiarize advanced students, teachers, and researchers in professional communication,

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computers and writing, literacy, and sister disciplines with key issues in digital theory and practice. An emphasis on the situations of and audiences for digital communication identifies 'Complex Worlds' as a rhetorical approach. In an era when globalizing markets and digital technologies are transforming culture around the world, readers should find the collection both engaging and timely. The collection's twelve essays constitute a diverse and thematically coherent set of inquiries. Included are explorations of topics such as cyber activism, digital 'dispositio', citizen and open-source journalism, broadband affordances, XML, digital resumes, avant garde performance art, best pedagogical practices, and intercultural communication between East and West, North and South. The text is especially well suited for advanced courses in professional and applied writing, contemporary rhetorics, and digital culture. The complexity highlighted in the collection's title is brought into relief by authors who address how the digital is daily unmaking our assumptions about the boundaries between work and school, the global and the local, the private and the public. 'Complex Worlds' offers readers an opportunity to build on their rhetorical awareness by expanding their understanding of the means, aims, and strategies of effective communication--today and in the future.

Business and professional communication takes place in a dynamic, ever-

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changing environment. How can we best help students prepare to communicate in such a challenging environment? The pedagogies of the twentieth century—lectures, quizzes, and exams—have not kept up to these new demands for student engagement. *Business Communication: Rhetorical Situations* supports more interactive and collaborative pedagogies to motivate students. Each chapter has two or three cases that challenge students to apply the business communication concepts they are learning to a specific set of circumstances. These cases are drawn from real-life communication situations and invite students to think through a communication situation and take action. After each case, challenges and exercises provide more opportunities for students to analyze and reflect on business documents and practice the skills discussed in the case themselves. Throughout, rhetorical concepts such as audience, genre, and purpose are central and collaboration and creativity are encouraged.

Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study. The books take an innovative 'practice-

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to-theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Additional features include tasks with commentaries, a glossary of key terms, and an annotated further reading section. Exploring Professional Communication provides an accessible overview of the vast field of communication in professional contexts from an applied linguistics perspective. It explores the nature of professional communication by discussing various fundamental topics relevant for an understanding of this area. The book is divided into eight chapters, each dealing with a specific area of professional communication, such as genres of professional communication, identities in the workplace, and key issues of gender, leadership and culture. Although the book's main approach to professional communication is an applied linguistics one, it also draws on insights from a range of other disciplines. Throughout, Stephanie Schnurr takes an interactive approach that is reflected in the numerous examples of authentic discourse data, from a variety of written and spoken contexts. Exploring Professional Communication is critical reading for postgraduate and upper undergraduate students of applied linguistics and communication studies. This practical guide enables readers to recognize, assess, and defend against

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gray behaviors—attempts to persuade listeners using fallacious arguments. It provides valuable tools for communicating successfully in a wide variety of public and professional contexts. The book examines 20 wide-ranging logical fallacies, cognitive errors, and rhetorical devices that may take place in persuasive communication, and discusses how to assess and respond the behavior of a speaker who may be disingenuously attempting to manipulate the listener—or who may simply be mistaken. Drawing upon research and insights from communication, psychology, business management, and human resources, it considers fallacies in reasoning not just as abstract formulas, but as a feature of communication encounters such as negotiations, interviews, public debates, and personal conversations. Each form of fallacious reasoning is exemplified by dialogues in both professional settings (such as interviewing and personnel assessment), as well as everyday interactions in public discourse. The book then provides self-assessment tests to ensure the reader can evaluate the grey behavior in these encounters. This book provides research-based skills and insights that will benefit students and professionals in fields ranging from communication, politics, management, human resources, organizational psychology, journalism, and anyone else looking to develop critical interaction skills.

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Professional Communication takes an integrated approach to teaching English/language arts skills that are vitally important in today's digital environment. The basic skills of writing, speaking, listening, and reading are interwoven into the content as each skill is presented and applied in context. Students are guided through a step-by-step writing process to create clear and concise messages and develop professional skills that are that are sought after in the workplace. Topics such as making presentations, grammar basics, and digital citizenship prepare students for success in college and career and to become effective contributors in the 21st century. \* Writing for specialized purposes, such as technical writing and social media, guides the development of writing expertise needed in today's job market. \* Portfolio development activities provide an opportunity for students to create a personal portfolio to use when applying for college, a community service position, or a job. \* Exploring Communication Careers features examine a wide variety of opportunities in the Arts, A/V Technology & Communication career cluster. \* Career planning chapters help students to prepare, apply, and begin the first day on a job. This volume presents mayor contributions of Applied Linguistics to the understanding of communications in the professions. The first two parts of this book deal with the theoretical and methodological orientations of professional communication studies, the

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history and development of professional communication studies, highlighting the discursive turn of Applied Linguistic research that goes far beyond the established paradigm of Language for Specific Purposes. The third part - the core of this book - presents research into professional practices from various domains (e.g. law, healthcare, business and management, organizations), sites of engagement (as e.g. lawyer-client-conference, doctor-patient interaction) and with respect to different themes that are generalizable across domains and sites (as e.g. communicative aspects of action and practice, of assessment and appraisal). In the final part, professionals from various domains evaluate the contribution to their work so far made by Applied Linguistics.

BUSINESS AND PROFESSIONAL COMMUNICATION IN A DIGITAL AGE, First Edition, is a comprehensive instructional package designed to build students' business and professional communication competence. The interactive, multimedia nature of this text emphasizes traditional and contemporary topics germane to business and professional contexts. The engaging online modules that accompany this text create an interactive, media-enhanced experience in the classroom, allowing students to develop an in-depth understanding of business and professional communication in the 21st century. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The authors present the fundamentals of business communication in every stage of

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professional life: writing résumés, preparing for interviews, securing a job, communicating with colleagues and supervisors, working on a team, and advancing into management and leadership positions. Young and Travis encourage people building careers to create an image or brand that employers will recognize as a good fit for their companies. Skills that cement an appealing brand include: proficient use of language (verbal and written), problem-solving abilities, expert use of technology and social media, enthusiasm for work and people, a moral and ethical foundation, the ability to adapt quickly to new ideas, and being a role model for others. Chapter discussions include practical advice on developing these skills. The journey to a satisfying career begins with self-assessment. Readers are prompted to analyze their communication strengths and weaknesses. The chapters offer guidance on how to reinforce strong points and to work on eliminating shortcomings. Effective communicators expand listening skills to enhance their ability to adapt verbal and nonverbal communication to the needs of clients and colleagues in a diverse, global workplace. The authors provide meaningful advice on gender communication, image management, intercultural communication, and communicating in difficult situations. Competent communication is critical to establishing good rapport and creating a positive work environment.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. For courses

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in Business and Professional Communication Real business examples and fundamental skill building Business and Professional Communication places a strong emphasis on presentations in business settings to better prepare students for the realities of daily career life. Jim DiSanza and Nancy Legge's comprehensive topic coverage offers clear guidance for all communication practices in businesses and organizations. Centered on the notion that business communication can influence the interpretation of issues and events, the Sixth Edition provides students with practical tips, contemporary applications, and a survey of the relevant contexts for business and professional communication. NOTE: This ISBN is for a Pearson Books a la Carte edition: a convenient, three-hole-punched, loose-leaf text. In addition to the flexibility offered by this format, Books a la Carte editions offer students great value, as they cost significantly less than a bound textbook.

"Professional Communication" presents ten studies of communication practices in a variety of professional contexts. By drawing on diverse methodologies from fields such as conversation analysis, intercultural communication, and organizational studies, the essays here examine how language is constructed, managed, and consumed in various professional situations, ranging from academic settings to business negotiations. One important theme of the book is its emphasis on the collaboration between researchers and professionals. The contributors strongly believe that such collaborative partnership will provide direct implications for improving workplace communication and enhance

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better understanding of the construction of professional identity and organizational behaviour. This book will appeal to not only scholars and researchers in discourse analysis, intercultural communication and professional studies, but also practitioners in the related fields and disciplines.

This text prepares future professionals for success in the workplace through identifying interpersonal communication skills and strategies and exploring when, how, and why to use them. Informed by academic research, professional literature, and author Joseph L. Chesebro's own experiences, the text explores and demonstrates the skills that have facilitated Chesebro's own students to find work and to succeed in their professional lives. Offering a very practical focus on such topics as handling conflict and giving dynamic presentations, *Professional Communication at Work* also covers essential interpersonal communication skills that are often not discussed, such as: Using networking when job hunting; Earning a good reputation as a new employee Using storytelling and questioning more often Developing coaching relationships with the best senior employees in our workplace, Practicing and developing new skills on our own, and Using workplace politics in a positive and constructive way to accomplish our goals. Utilizing the approach of a supportive communication coach, this text will help readers gain a variety of practical communication strategies they can apply to contribute to success in their own careers.

This book explores five important areas where technology affects society, and suggests

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ways in which human communication can facilitate the use of that technology. Usability has become a foundational discipline in technical and professional communication that grows out of our rhetorical roots, which emphasize purpose and audience. As our appreciation of audience has grown beyond engineers and scientists to lay users of technology, our appreciation of the diversity of those audiences in terms of age, geography, and other factors has similarly expanded. We are also coming to grips with what Thomas Friedman calls the 'flat world,' a paradigm that influences how we communicate with members of other cultures and speakers of other languages. And because most of the flatteners are either technologies themselves or technology-driven, technical and professional communicators need to leverage these technologies to serve global audiences. Similarly, we are inundated with information about world crises involving health and safety issues. These crises are driven by the effects of terrorism, the aging population, HIV/AIDS, and both human-made and natural disasters. These issues are becoming more visible because they are literally matters of life and death. Furthermore, they are of special concern to audiences that technical and professional communicators have little experience targeting - the shapers of public policy, seniors, adolescents, and those affected by disaster. Biotechnology is another area that has provided new roles for technical and professional communicators. We are only beginning to understand how to communicate the science accurately without either deceiving or panicking our audience. We need to develop a more sophisticated

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understanding of how communication can shape reactions to biotechnology developments. Confronting this complex network of issues, we're challenged to fashion both our message and the audience's perceptions ethically. Finally, today's corporate environment is being shaped by technology and the global nature of business.

Technical and professional communicators can play a role in capturing and managing knowledge, in using technology effectively in the virtual workplace, and in understanding how language shapes organizational culture.

By developing a comprehensive topic coverage emphasizing the importance of business presentations, DiSanza's Business and Professional Communication gives readers a grounded framework with real business examples and fundamental skill-building. Centered on the notion that business communication can influence the interpretation of issues and events, this text provides students with practical tips, contemporary applications, and a survey of the relevant theories.

Aims at developing an integrative linguistic perspective on talk at work. This book approaches the topic of professional communication from multiple levels, providing critical, valuable insights into the dynamics of creating and maintaining professional relationships at work.

Business and Professional Communication KEYS for Workplace Excellence SAGE Publications

This concise and flexible core textbook integrates a design thinking approach, rhetorical strategies, and a global perspective to help students succeed as technical and professional communicators in today's multimodal, mobile, and global community. Design thinking and good communication practices are rooted in empathy and human values. The integrated

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approach fosters students' ability to address the complex problems they will face in their careers, where they will collaborate with people who present diverse expertise, cultures, languages, and values. This book introduces the knowledge and skills as well as agile activities that help students communicate on projects within local and global communities. Parts 1 and 2 introduce the strategies for design thinking, audience analysis, communicating ethically, collaborating professionally, and managing projects to define problems and implement solutions. In Parts 3 and 4, students learn to compose content in text and visuals. They learn to structure and deliver content by choosing the right genre and selecting effectively from the communication options available in today's multimodal environment. Designing Technical and Professional Communication serves as a flexible core textbook for technical and professional communication courses. An instructor's manual containing exercises, sample syllabus, and guidance for teaching in a variety of settings is available online at [www.routledge.com/9780367549602](http://www.routledge.com/9780367549602).

Exploring Relationships in Business and Professional Communication: An Anthology provides students with a collection of scholarly readings that examine communicative interactions that take place within business and other professional environments. The book distills some of the most important topics and lessons to help students successfully navigate personal and professional relationships in their future careers. The anthology is organized into eight sections. Section 1 introduces the concept of business and professional communication, its major elements, and the roles of trust, job satisfaction, and culture in shaping interpersonal communication in the workplace. Section 2 speaks to the specific skills most desired in today's workplace. Section 3 examines factors that influence the interplay between workplace

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communication and relationships. In Section 4, students read articles about how race and gender influence human interactions. Additional sections provide advice for living socially in business and professional environments, an examination of conflict, and discussion of leadership and communication. The final part offers invaluable lessons for students with regard to job interviews. Featuring valuable and highly practical scholarship, *Exploring Relationships in Business and Professional Communication* is an ideal resource for courses in business and organizational communication.

Effective communication is the key factor that ensures success in all business and professional activities. It is a complex subject that requires knowledge of not only the language used, but also of human behaviour and sensitivities along with the basics of the business or professional activities of one's choice. *Spoken and Written BUSINESS ENGLISH* fulfills this requirement by providing easy-to-understand knowledge on: Communication Basics Spoken Business English Written Business English Useful Reference Materials This book is a complete guide for all business and professional communication activities explaining in a simple language how people interact with each other through their body language, etiquettes and manners and also through effective use of spoken and written English. It teaches how to speak well at the workplace, at meetings, seminars and in public. It also explains how to write error-free and effective memos, letters, applications and reports. The book contains an exhaustive reference section which provides information to facilitate business and professional activities around the world. Hence, we can conclude by saying that no work place would be complete without a copy of this book. So dear readers, it will serve as a Bible for all of you who are in service, in any profession, or managing their own business."

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Students preparing to succeed in today's workplace require solid training in communication skills and principles, as well as experience applying them in realistic professional contexts. Kory Floyd and Peter Cardon bring substantial and concrete business-world experience to bear in the text's principles, examples, and activities and ensure that the theories, concepts, and skills most relevant to the communication discipline are fully represented and engaged. The result is a program that speaks student's language and helps them understand and apply communication skills in their personal and professional lives. Occurring in every chapter, a feature called People First presents students with realistic scenarios that are sensitive, discomfiting, or tricky to manage. It then teaches students how to navigate those situations effectively. This gives students concrete skills for preserving relationships with others as they encounter these difficult conversations. Unique to the market, this text includes a dedicated chapter focused on perspective-taking covering the processes of person-perception; common perceptual errors; the self-serving bias and the fundamental attribution error; the self-concept; and the processes of image management. This equips students to understand and pay attention to the perspectives of others. Also unique to the market, this text includes a dedicated chapter focused on career communication. This encourages students to engage in networking and to consider the priorities and points of view of others as they seek employment and interact professionally.

Business and Professional Communication engages the reader with the most current strategies needed to effectively manage workplace communication challenges. Noted as a complete text matching the unique demands of the workplace environment to student competencies, Business and Professional Communication surpasses the coverage of

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traditional communication books by addressing the recent surveys of expected workplace competencies: exhibiting leadership; managing organizational culture; listening, interpersonal communication style differences, and conflict; dealing with difficult people; improving diversity and intercultural communication; business writing; interviewing; selling; and negotiating successfully. Business and Professional Communication not only prepares the reader for relevant, informative, and persuasive public presentations in the workplace, but also prepares them for managing cultural diversity, sales, customer-service, audits, briefings/reports, team-building, using social media and technology, and other communication proficiencies vital for success in the modern workplace.

What communication skills are essential in today's global economy? BUSINESS AND PROFESSIONAL COMMUNICATION IN THE GLOBAL WORKPLACE, Third Edition, provides a strong theoretical foundation of organizational communication for the business and professional communication course. Featuring coverage of the most up-to-date skill set available, the book considers the rapid changes in professional communication due to the global economy, advances in information technology, and an increasingly diverse workforce. The authors' engaging narrative style, the unique CCCD model (Choosing, Creating, Coordinating, and Delivering) for building presentation competencies, and an integrated companion website combine to provide today's definitive resource on professional communications. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Adults of any age and job level need to develop an understanding of the issues and concerns that will face them in the next millennium—from relational life, work life, public life, and techno-

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life. This book introduces readers to the problems they will face and provides them with the necessary skills they'll need in order to cope with this fast-paced environment. Through in-depth discussions of important topics as gender, diversity, humor in the professional setting, and business etiquette and protocol, this volume moves to new territory that existing books have not yet explored. Topics include: the communication process; the art of listening; the care and feeding of an interpersonal network; groups and teams; diversity; leadership; business presentations, and more. Professionals who want to get ahead in their workplace as they gear up for a whole new century.

Digital technologies and social media have changed the processes, products, and interactions of professional communication, reshaping how, when, with whom, and where business professionals communicate. This book examines these changes by asking: How does rhetorical theory need to adapt and develop to address the changing practices of professional communication? Drawing from classical and contemporary rhetorical theory and from in-depth interviews with business professionals, the authors present a case-based approach for exploring the changing landscape of professional communication. The book develops a rhetorical theory based on networked interaction and rhetorical ethics: seeing professional communication as involving new kinds of networked interactions that require an integrated view of rhetoric and ethics. The book applies this frame to a variety of communication cases involving, for example, employee missteps on social media, corporate-consumer interactions, and the developing use of artificial intelligence agents (AI bots) to handle online communication.

Presents a collection of fourteen essays that responds to the need for a more rhetorical

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conception of professional communication as an international discipline. This book challenges the adequacy of relying on preconceived notions about the factors that determine discourse in international professional settings.

This monograph presents the result of the authors' scientific research on the development of cognitive discursive approach to issues of intercultural professional and business communication (IPBC) and the study of the language of professional communication, the links binding the language with non-linguistic and extralinguistic realia in the framework of cognitive linguistics, as well as oral and written communication in intercultural professional business discourse. The authors proceed from the assumption that IPBC can only reach maximum efficiency provided that its participants assimilate its inherent norms and rules and are able to skillfully implement these norms and rules to verbalise their cognitive activity in the sphere of professional business interaction. Topics covered include: analysis of the theory of business communication, of codified and uncoded vocabulary, theory of euphemy, and euphemisms used in intercultural professional and business communication.

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