

August 20, 2008

Dear Professor:

Business Communication: Building Critical Skills (BCS) is here to help make your job teaching business communication a little bit easier.

Its modular design makes adapting *BCS* to 5-, 8-, 10-, or 15-week courses simpler. And, with videos, new media tools, and supplements, it is easy to adapt to Internet courses. The features teachers and students find so useful are also here: anecdotes and examples, easy-to-follow lists, integrated coverage of international business communication, analyses of sample problems, and a wealth of in-class exercises and out-of-class assignments.

But *BCS* takes these features a step further. In each module you'll also find



- **Polishing Your Prose** boxes, featuring straightforward instructions to help students correct common writing errors, as well as exercises to test what they know.
- **Building a Critical Skill** boxes, showing students how to apply what they know in the business world.
- **Site to See** boxes that invite students to use the Internet to get timely information available in cyberspace.
- **Instant Replays** to reinforce concepts students are reading.
- **Fast Forward/Rewind** indicators to help students make connections between concepts in different modules.
- **FYI** boxes that provide some lighthearted information about business communication.

This fourth edition is thoroughly updated based on the latest research in business communication. You'll find many new problems and examples, new Polishing Your Prose exercises, and new Sites to See. Your students will benefit from timelines that identify the steps in planning, writing, and revising everything from 7-minute e-mail messages to memos taking 6 hours to reports taking 30 business days. Cases for Communicators at the end of each unit provide individual and group activities.

BCS also includes a comprehensive package of supplements to help you and your students.

- An *Instructor's Resource Manual* with sample syllabi, an overview of each module, suggested lecture topics, in-class exercises, examples and transparency masters, discussion and quiz questions, and solutions to problems.
- A *Test Bank* featuring hundreds of questions for use in quizzes, midterms, and final examinations—with answers. The *Test Bank* is also available in a computerized format (Mac or Windows) that allows you to create and edit your own tests.
- An *Instructor's Presentation CD-ROM*, which includes the print supplements and **PowerPoint presentations**, in a format that allows you to create your own custom presentations.

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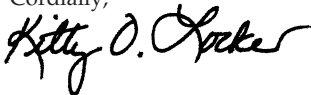
- *Videos* showing real managers reacting to situations dealing with cultural differences, active listening, working in teams, and the virtual workplace.
- An *Online Learning Center* (<http://www.mhhe.com/bcs4e>) with self-quizzes for students, a bulletin board to communicate with other professors, current articles and research in business communication, downloadable supplements, links to professional resources, and more.

You can get more information about teaching business communication from the meetings and publications of The Association for Business Communication (ABC). Contact

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We've done our best to provide you with the most comprehensive but easy-to-use teaching tools we can. Tell us about your own success stories using *BCS*. We look forward to hearing from you!

Cordially,



Kitty O. Locker

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