

August 20, 2008

Dear Student:

*Business Communication: Building Critical Skills* helps you build the writing, speaking, and listening skills that are crucial for success in the 21st-century workplace.

As you read,



- Look for the answers to the opening questions. Check your memory with the **Instant Replays** and your understanding with the **Summary of Key Points** at the end of the chapter.



- Note the terms in bold type and their definitions. Use the **rewind** and **fast forward** icons to go to discussions of terms.



- Read the **Building a Critical Skill** boxes carefully. Practice the skills both in assignments and on your own. These skills will serve you well for the rest of your work life.
- Use items in the lists when you prepare your assignments or review for tests.



- Use the examples, especially the paired examples of effective and ineffective communication, as models to help you draft and revise. Comments in red ink signal problems in an example; comments in blue ink note things done well.



- Read the **Site to See** and **FYI** boxes in the margins to give you more resources on the Internet and interesting facts about business communication.

When you prepare an assignment,

- Review the PAIBOC questions in Module 1. Some assignments have "Hints" to help probe the problem. Some of the longer assignments have preliminary assignments analyzing the audience or developing reader benefits or subject lines. Use these to practice portions of longer documents.
- If you're writing a letter or memo, read the sample problems in Modules 10, 11, and 12 with a detailed analysis, strong and weak solutions, and a discussion of the solutions to see how to apply the principles in this book to your own writing.

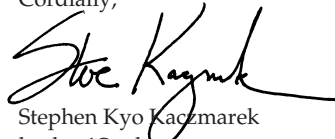
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- Use the **Polishing Your Prose** exercises to make your writing its best.
- Remember that most problems are open-ended, requiring original, critical thinking. Many of the problems are deliberately written in negative, ineffective language. You'll need to reword sentences, reorganize information, and think through the situation to produce the best possible solution to the business problem.
- Learn as much as you can about what's happening in business. The knowledge will not only help you develop reader benefits and provide examples but also make you an even more impressive candidate in job interviews.
- Visit the *Online Learning Center* (<http://www.mhhe.com/bcs4e>) to see how the resources presented there can help you. You will find updated articles, résumé and letter templates, links to job hunting Web sites, and much more.

Communication skills are critical to success in both the new economy and the old. *Business Communication: Building Critical Skills* can help you identify and practice the skills you need. Have a good term—and a good career!

Cordially,



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