

# preface

How important is communicating at work? Virtually anyone with on-the-job experience will affirm that good communication skills are an essential ingredient of success for both organizational and personal goals. *Communicating at Work* provides a practical introduction to the principles and skills of effective communication in business and professional settings.

Based on theory and research that are confirmed by real-world experience, *Communicating at Work* is crafted to help all career-minded readers. Novices to the business world will be introduced to skills they will need for on-the-job success. Readers who have ample job experience but recognize that there is always potential for communicating more effectively will also find useful tips and tools. While *Communicating at Work* is clearly a college-level textbook, it contains information that can help all career-minded readers.

## What's Familiar

This edition of *Communicating at Work* retains the approach that has been so well received in the past: A practical, real-world focus, in which every page contains useful advice and examples about how to communicate effectively. A focus on communications technology offers tips on when and how to use e-mail, instant messaging, videoconferencing, presentation software, and other technologies. Strong coverage of workplace diversity helps readers communicate with others from different backgrounds and choose approaches that work for everyone involved. Finally, an emphasis on ethical communication discusses how communicators can achieve their goals in a way that doesn't compromise moral integrity. All of this material is packaged in a design that aims to capture the sophistication of today's workplace.

## What's New

This edition builds on the time-tested approach described above in several important ways:

### New Chapter Lineup

The coverage of presentational speaking offers more useful information without adding length. A separate chapter (14) now focuses exclusively on persuasive presentations, reflecting the importance of influencing others in the world of business and the professions. Longtime users will recognize that situational analysis and organization now are combined in a single chapter (10), so students can learn these key concepts most quickly.

### New and Expanded Coverage

Throughout this edition, readers will find coverage of new topics and expansion of other important concepts. These include theories of organizational cultures (Chapter 2), an expanded explanation of how misunderstandings are grounded in the symbolic nature of language (Chapter 4), tips on cultivating personal networks (Chapter 1), the benefits and dangers of using specialized business terms (Chapter 4), the nature of more- and less-powerful speech (Chapter 4), improving nonverbal effectiveness (Chapter 4), sources of on-the-job conflict (Chapter 5), how to use informational interviews for career advancement (Chapter 7), and stages in group problem solving (Chapter 8).

## New Pedagogy

- *On Your Feet* activities in every chapter get students speaking comfortably from the very beginning of the course. These activities offer an easy-to-follow framework for organizing and presenting brief (often just one minute) talks on a variety of interesting topics that reinforce concepts from the text. Examples include describing one's "dream team" of co-workers, reporting on a communication experiment from their own lives, telling a story to make a point, and recalling a unique organizational culture.
- *Self-Assessments* in every chapter give readers a chance to assess how well they are applying concepts. For example, readers can inventory their personal communication networks, diagnose their cultural intelligence, assess their personal conflict style, and assess the way they present themselves nonverbally.
- New *Career Tip* boxes give practical advice on a diverse array of topics including careers in communication, how to apologize without groveling, playing the devil's advocate in groups headed for potentially bad decisions, finding visual aids online, and the use of video feedback to improve delivery in presentations.
- New *Ethical Challenges* explore ways of incorporating ethical considerations in day-to-day work contexts.
- New *In Print* Resources (from popular press and scholarly works) and updated, expanded *On the Web* recommendations provide a wealth of resources for exploring topics covered in the book in more detail.
- Streamlined *chapter objectives* give students a clear picture of exactly what they need to learn to succeed in the course—and in their careers.

## Resources for Instructors and Students

An array of resources makes teaching and learning both more efficient and effective.

- **Communicating at Work Web site, the Online Learning Center** at [www.mhhe.com/adler9](http://www.mhhe.com/adler9) The Web site provides instructors with downloadable supplements and provides students with learning tools to help them master course concepts.
- An updated **Instructor's Manual, Resource Integrator, and Test Bank** by Carolyn Clark provide a wealth of teaching strategies, classroom activities, resources for professors and students, and examination questions. The Chapter Integrator section breaks each chapter down by course objectives and identifies instructional resources relevant to each objective. EZ test makes it easy to create examinations from the bank of existing questions, as well as allowing instructors to add new ones of their own.
- **PowerPoint** slides of key information from the book allow instructors to present lecture material in computer-generated format.
- **The Student Side of the Online Learning Center** contains learning tools to help students comprehend and review course concepts. These tools are fully integrated with the text through the use of icons in the text margins that notify students which tool to use. The Web site contains self-quizzes, videos, business document templates, outline tutor, PowerPoint tutor, and glossary flash cards.

- **Communication Concepts video** provides scenarios of common types of business and professional interaction for analysis. The video is available in VHS format and on the Online Learning Center Web site.
- **PageOut: The Course Web site Development Center** All online content for this text is supported by WebCT, eCollege.com, Blackboard, and other course management systems. PageOut was designed for novice instructors who are just beginning to explore Web options. Even the novice computer user can create a course Web site with a template provided by McGraw-Hill. To learn more about PageOut, ask your McGraw-Hill representative for details, or fill out the form at [www.mhhe.com/pageout](http://www.mhhe.com/pageout).