Business English and Communication

Business communication is exchanging information in order to promote an organization's goals, objectives, aims, and activities, as well as increase profits within the company. Business communication encompasses topics such as marketing, brand management, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, reputation management, interpersonal communication, employee engagement, and event management. For general communications content, consult the Communication Studies section in the Social Sciences library.

- Book: Business Communication for Success

Business Communication for Success provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor.

- Front Matter
- 1: Effective Business Communication
- 2: Delivering Your Message
- 3: Understanding Your Audience
This text starts with a solid foundation in written communication with several opportunities to both review the fundamentals as well as to demonstrate mastery and move on to more challenging assignments. Our students are sometimes learning English as they enter a business program and benefit from the attention to the basics. At the same time this text often articulates as a course-equivalent for English or fulfills a writing requirement for a degree program.

- Front Matter
  - Chapter 1: Writing Basics - What Makes a Good Sentence?
  - Chapter 2: Punctuation
  - Chapter 3: Which Word Is Right?
  - Chapter 4: Help for English Language Learners
  - Chapter 5: Writing Paragraphs - Separating Ideas and Shaping Content
Chapter 6: Refining Your Writing - How Do I Improve My Writing Technique?
- Chapter 7: The Writing Process - How Do I Begin?
- Chapter 8: Writing Essays - From Start to Finish
- Chapter 9: Effective Business Writing
- Chapter 10: Writing Preparation
- Chapter 11: Writing
- Chapter 12: Revising and Presenting Your Writing
- Chapter 13: Business Writing in Action
- Chapter 14: APA and MLA Documentation and Formatting
- Back Matter

- Book: Student Engagement Activities for Business Communications (Ashman et al.)

Student Engagement Activities for Business Communications is a compilation resource for instructors of workplace writing and oral presentations. The activities in this book can add value and energy to the classroom by engaging students in activities that support their learning. Handouts, links, activity variations, and debrief questions are included.

- Front Matter
- 1: Icebreakers and wrap-ups
- 2: Audience Analysis
- 3: Intercultural communication
- 4: Writing skills and process
- 5: Document Formatting
- 6: Research, Information Literacy, and Documentation
- 7: Persuasive messages
- 8: Routine and Negative News Messages
- 9: Reports
- 10: Oral Communication
- 11: Employment communications
- Back Matter
• Business Writing For Everyone

- Front Matter
- Chapter 1: Exploring Your Reading and Writing Beliefs
- Chapter 2: The Writing Process
- Chapter 3: Context, Audience, Purpose
- Chapter 4: Style and Tone
- Chapter 5: Organizing Your Ideas
- Chapter 6: Writing Emails, Memos, Letters and Instant Messages
- Chapter 7: Communicating Good, Neutral and Negative Messages
- Chapter 8: Persuading Your Reader
- Chapter 9: The Research Process
- Chapter 10: 10a- Citing Sources
- Chapter 11: 10b- Making An Argument Using Sources
- Chapter 12: Writing Reports
- Chapter 13: Visual Communication Strategies
- Chapter 14: Oral Presentations
- Chapter 15: Revision and Remixing
- Chapter 16: Social Media Communication
- Chapter 17: Peer Review
- Chapter 18: Communicating For Employment
- Chapter 19: Getting Along With Other People
- Back Matter
No matter your field, having professional communication skills is essential to success in today's workplace. This book covers key business communications topics that will help you in your career, including intercultural communication, team work, professional writing, audience analysis and adapting messages, document formatting, oral communication, and more.

- Front Matter
- 1: Communication foundations
- 2: The Research Process
- 3: Planning Messages
- 4: Writing
- 5: Message types
- 6: Visual Communication
- 7: Polishing your message
- 8: Interpersonal Communications
- Back Matter