Dear Business Communication Colleagues:

We have something exciting to celebrate, as the Anniversary Edition of *Himstreet and Baty's Business Communication* marks the 40-year milestone of this classic business communication text. Throughout the years, *Business Communication* has inspired more than a million students to improve communication skills as a key ingredient in career success. Today, we are happy to be part of a book that combines a rich legacy with contemporary experience to prepare students to meet the increasing demands of today's workplace.

As professors, we realize the challenge of incorporating contemporary themes into an otherwise full course. That's why *Business Communication* utilizes an integrated strategic model. This model highlights the four major strategic forces that impact the effectiveness of business communication. Students learn to communicate with a diverse work force, to work as team players, to think critically, and to use advanced technology to communicate effectively and productively. This unique model helps students better understand the interrelationship of these business communication forces as they analyze business communication situations and design effective documents.

You will also find expanded coverage of contemporary topics, an abundance of new activities, and cases that emphasize Internet investigation and critical-thinking skills. New chapter openers and Spotlight Communicators add to a wealth of real-world examples. A new *Building High-Performance Teams* handbook, packaged with the text, enforces a strong emphasis on teamwork. We've also used our experience in distance training and current research to develop a complete package of instructional resources and online tools to simplify planning and class preparation.

Best wishes for a rewarding course as you develop your students' abilities to communicate strategically, think critically, write and speak proficiently, and interface effectively in a high-tech world. Please contact us or visit us at upcoming ABC conferences to share your comments, questions, and successes as we work together to strengthen the study of business communication.

Sincerely,
Carol M. Lehman & Debbie D. DuFrene
Himstreet and Baty's Business Communication, Anniversary Edition

Carol M. Lehman, Professor of Management, Mississippi State University

Debbie D. DuFrene, Professor of General Business, Stephen F. Austin State University

Spanning Five Decades of Business Communication Success

For 40 years Business Communication has pioneered important communication principles and strategies that have become today's standards for writing and speaking proficiency. While known for its strong theoretical base, this text has maintained its relevance in the dynamic environment of contemporary business. The new edition continues to blend hallmark and contemporary features to create an innovative text.

Innovation Built on a Proven Foundation

- **Timely and comprehensive coverage** of up-to-date business communication issues is presented in 14 chapters to conform to the semester-length course.

- **An expert author team is actively involved in teaching and business communication research** to deliver class-tested learning materials that capture students' interests.

- **A critical-thinking focus** is integrated throughout margin notes, new organizational showcases, new chapter applications, and Internet Investigation cases.

- **A unique strategic communication model**, integrated into every chapter, demonstrates the impact of four dynamic, strategic forces throughout business.

- **An emphasis on systematic team development** begins with the new Building High-Performance Teams handbook that accompanies the text and guides students to become high-performance team members.
A wealth of examples and documents demonstrates communication theory, while Spotlight Communicators and cases highlight challenges in the real world. A strong theoretical foundation and evaluative checklists guide students to improve their writing.

A focus on cutting-edge technology prepares students to communicate effectively and productively using the latest technology. New technology equips instructors with valuable resources, such as new student and instructor Web sites, new WebTutor tools, and a partnership with award-winning teleweb and Internet courseware for distance or on-campus courses.

For more information about these resources, log onto South-Western?s home page (http://www.swcollege.com) or call your South-Western sales representative at 1-800-423-0563.

Strategic Model for Communication Guides Instruction

An integrated strategic model highlights the four dynamic environmental forces that impact the effectiveness of business communication. These include legal and ethical constraints, diversity challenges, changing technology, and team environment.

As students learn to communicate using this approach, they will better understand the interrelationship of business communication and further appreciate the complex, dynamic environment in which business occurs.

Four Dynamic Environmental Forces

Legal and Ethical Constraints. Students see how legal and ethical issues set the boundaries in which communication occurs. International, federal, state, and local laws affect the way business communication activities are conducted. An individual?s ethical standards or personal sense of right and wrong also influence the content of professional communication.

Diversity Challenges. Understanding how to communicate with people of other cultures and characteristics has become integral to success in today?s diverse work
environment. Students review international, intercultural, intergenerational, and gender communication challenges.

**Changing Technology.** Electronic tools have not eliminated the need for basic communication skills. While providing new, exciting possibilities for message preparation and exchange, electronic tools have also created new obstacles or communication barriers that must be overcome.

**Team Environment.** A team-oriented approach is quickly replacing the traditional, top-down management style in today’s globally competitive organizations. Effective communication is the single most important aspect of successful teamwork. Students learn to identify communication patterns and develop specialized skills for maximum team effectiveness.

**Strategic Model Integrated Throughout the Text**

In Chapter 1, students gain a basic understanding of the effects of these strategic forces on communication. Students are then exposed to strategic forces throughout the book each time a related communication issue is discussed.

- **Distinctive margin icons** focus students’ attention on the relevant strategic force.
- **Chapter features and Internet Investigation cases** in each chapter address pertinent strategic forces.
- **End-of-chapter activities, reviews, and applications** require students to further examine the strategic forces highlighted in the chapter.

The Table of Contents itself provides a quick look at the pervasive coverage of the strategic forces on communication issues.

**Emphasis on Teamwork with Building High-Performance Teams**

This Anniversary Edition prepares students for effective communication within today’s quickly emerging team environment. Specialized team skills, such as trust building, active listening, problem solving, conflict resolution, and negotiation, are emphasized through the strategic forces model, text discussion, activities, and interactive Web tools.
A new handbook, *Building High-Performance Teams*, is packaged with each new Anniversary Edition to provide exciting, effective methods for developing critical team skills. Students begin with general concepts, such as team roles, responsibilities, goal setting, problem solving, synergy, negotiation, and performance appraisal. They then move into the four phases of team building. Each phase includes references to business articles and Internet sites that encourage further exploration. As they complete activities, students learn about team experiences?both good and bad?in real companies.

Sample team documents and worksheets within the handbook provide a headstart for effective team development within student teams. The *Instructor?s Resource Manual* and Instructor?s Web Site support this emphasis on team building with an array of processes, handouts, evaluation forms, and teaching suggestions.

**Table of Contents**

Project 1 Team Effectiveness  
Project 2 Forming  
Project 3 Norming  
Project 4 Storming  
Project 5 Performing

**Team Forms**

Team Information: Getting to Know Your Team  
Team Performance Contract  
Model Agenda for a Team?s Initial Meetings  
Model Minutes of Team Meeting  
Team Member Evaluation  
Group Dynamics Evaluation

To obtain a copy of this dynamic team building handbook, contact your local South-Western representative or call 1-800-423-0563 today.

**Online Resources Enhance Instruction in Distance or Traditional Classrooms**

The latest technology is on the forefront throughout this edition with a variety of
cutting-edge online tools that make learning and classroom presentations even more effective.

**Student Web Site (http://lehman.swcollege.com)**

Free to adopters, the Student Web Site reinforces text content with up-to-date resources.

- **Interactive Chapter Review and Interactive Language Review** provide quizzes, feedback, and exercises to assess understanding.
- **PowerPoint? Lecture Slides** overview important chapter concepts in full color. Students can print slides for convenient in-class note taking.
- **Model Documents** link students to actual company documents that demonstrate effective writing principles.
- **Communication in Contemporary Companies** extends the text's organizational showcases with links to Web sites for the organizations highlighted, as well as references to related business articles.
- **Spotlight Communicator Queries** continue the spotlight communicators? comments with threaded discussion questions and student responses.
- **Internet Investigation and GMAT Writing Tips** link students to updated Internet sites that correspond with the text?s most challenging activities. Students complete critical-thinking activities after investigating a topic. Cases provide opportunities to prepare for the GMAT with valuable GMAT Writing Tips.
- **Team Development** features complement the new team handbook with links to project-related Internet sites and templates for important team documents.

**Instructor Web Site (http://lehman.swcollege.com)**

The Instructor Web site provides valuable resources for today?s busy instructor.

- **Teaching Suggestions** highlight critical components of the text and team handbook, including chapter suggestions, organizational showcases, strategic forces boxes, Internet Investigation cases, and videos.
- **Evaluation Guidelines** provide overall grading suggestions and evaluation forms for major messages and business presentations.
- **GMAT Applications** highlight activities to prepare students for the GMAT
Analytical Writing Assessments with scoring instructions for holistic grading of GMAT assignments.

- **New applications** for Chapters 5-8 and **a new report topic** are posted at the beginning of each semester to add variety to the course.

- **PowerPoint? Lecture Slides** overview important chapter concepts in full color. Additional supplementary information, class enrichment activities, and solutions to selected end-of-chapter activities are also included in the 100 resource slides.

**WebTutor on WebCT and Blackboard**

Students and instructors gain the full functionality of **WebCT and Blackboard** with built-in content related to **Business Communication**. Instructors can customize the site to specific course needs. Students simply access the course URL and create a secured account on your course site. The course may be housed on your University server or the Thomson Learning server.

- **A Course Calendar** provides an up-to-date schedule of class discussions, readings, and assignments, while **content customized to your course** can highlight resource materials, class syllabus or other helpful links.

- **Built-in content**, which corresponds directly to **Business Communication**, highlights objectives, threaded discussion questions, flashcards, and links.

- **E-Mail, chat rooms, and discussion groups** allow students to communicate with the instructor and other students within the WebTutor site.

- **The Collaborative Team Function** handles much of the administrative details of assigning teams, while creating a secure area for discussing ideas and sharing files among teams and the instructor.

- **Student Progress and Course Management** functions allow students to view grades from on-line quizzes, written tests, and assignments. Instructors can even track student access to the Web site.

**Introduction to Business Communication: Tools for Leadership**

*Business Communication* is also available as part of **Introduction to Business Communication: Tools for Leadership**. This courseware received the 1998 First Place Award for "Excellence in Distance Learning Teaching" from the United States Distance Learning Association (USDLA). Developed by Quisic, formerly
University Access, this courseware can be used for a teleweb course or as a complete Web course. For a demonstration or for more information, visit http://www.quisic.com/demo/undergrad/ or call 1-888-960-1700.

**Innovative Features From a Hallmark Text**

**Communication Challenges in Real-World Companies**

Throughout this edition students encounter real companies facing actual communication challenges. Activities require them to apply specific communication principles.

- **Part Opener videos and BusinessLink videos** take students inside real companies to learn how business executives solve communication problems, while **new end-of-chapter activities** focus on real companies.

- **New organizational showcases** highlight 14 prominent organizations and communicators, including Hewlett Packard, General Electric, Procter & Gamble, Sun MicroSystems, JanSport, and the Security Exchange Commission. Each offers three engaging parts:
  - **Opening organizational showcases** unveil the organization?s approach to the chapter focus.
  - **Spotlight Communicators** provide comments from a key communicator within the organization directly related to the chapter?s discussion.
  - **ShowCASEs** require students to practice critical-thinking skills as they apply concepts.

**Timely, Comprehensive Coverage in 14 Concise Chapters**

In response to feedback, the Anniversary Edition addresses major business communication issues in 14 chapters, corresponding with the number of weeks in a semester.

Areas of expanded or new coverage include:

- Effective meeting management, including electronic meetings
- Expanded group and team communication with the new team handbook
- **Web page publishing** as a universal communication medium
- New strategic forces feature boxes and Internet Investigation cases that address timely topics, such as bridging the generation gap, using e-cards, using the Web to facilitate teamwork, copyright infringements, and effects of the cyber revolution on employment

**Focus on Critical Thinking**

Students learn to solve complex issues and communicate solutions through business messages that are logical, concise, and technically correct.

- **Critical-thinking margin notes**, new showcase features, applications, and Internet Investigation cases all highlight critical-thinking skills and activities.

- **GMAT Analytical Writing Assessments** explore timely communication issues and provide feedback with GMAT’s holistic grading scale.

**Annotated Model Documents for Powerful Writing Proficiency**

Important examples assist students in grasping important concepts and evaluating their own work.

- **Before-and-after writing examples**. A wealth of poor and revised documents use concise annotations to explain communication strategies, effective writing principles, and related strategic forces.

  *Graphic: poor and good writing example icon*

- **Correctly formatted model documents**. Realistic letters, memos, résumés, and e-mail reinforce students’ understanding of standard business formats.

- **Evaluative checklists**. "General Writing Guidelines" and "Check Your Writing" checklists enable students to evaluate their documents.
Extensive End-of-Chapter Activities

An abundance of end-of-chapter activities and reviews -- many new to this edition -- relate directly to learning objectives. These activities range in difficulty and require students to apply chapter concepts.

Exceptional Instructional Resources

An Integrated Teaching/Learning System organizes the text and supplements around learning objectives. Special icons, which are located throughout the body of the text, chapter summaries, end-of-chapter activities, and supplements, help to identify objectives. This integrated structure facilitates students’ understanding and makes it easy to select appropriate activities and assessment items.


Planning and delivering class presentations is simple with key instructional materials now available in one place on the Instructor’s CD-ROM. You’ll find a Test Bank, PowerPoint™ lecture and resource slides, and the Instructor’s Resource Manual.


Prepared by the authors, the Instructor’s Resource Manual organizes each chapter by learning objectives and includes teaching suggestions, answers to end-of-chapter activities, and a list of related transparencies and PowerPoint™ lecture and resource slides.

Printed Test Bank (ISBN 0-324-03734-1)

Prepared by Estelle Slootmaker, Aquinas College, the Test Bank is available in printed and electronic formats. A table at the beginning of each chapter classifies each question according to learning objective, type (true/false, multiple choice, or short answer), and level of difficulty (factual or application). The Test Bank contains approximately 1,000 questions, 25 percent of which are new to the Anniversary Edition.
ExamView™ Testing Software

The entire Test Bank is available electronically (Windows or MS-DOS). Instructors can create custom exams by selecting questions, editing existing questions, and adding new questions. Instructors can also have tests created and printed by calling Thomson Learning's Academic Resource Center at 1-800-423-0563 (8:30 a.m. to 6:00 p.m. EST).


100 full-color acetates relate to teaching suggestions in the Instructor's Resource Manual and include selected figures and key communication concepts to assist in lectures.

PowerPoint? Slides

Available on the Web or the Instructor's Resource CD-ROM, PowerPoint resource slides provide supplementary information, activities to reinforce key concepts, and solutions to end-of-chapter activities. Students can view the lecture slides on the Web and print copies for taking notes.

BusinessLink Videos (ISBN 0-324-03729-5)

BusinessLink videos expose students to communication problems experienced by real companies. Teaching/learning support materials are provided.

Distance Learning Resources

The hallmark features that have made Business Communication a valuable resource in the traditional classroom also work well for distance delivery. Comprehensive -- yet concise --coverage, an integrated learning system, and a variety of activities foster critical thinking rather than note learning. Online resources, such as the student Web site and WebTutor on WebCT and Blackboard, provide immediate access to class materials. Business Communication, packaged with Quisic's teleweb courseware, is another option for your distance business communication course.
**WebTutor to Accompany Business Communication**

*WebTutor*’s built-in course content, interactive chapter and language reviews, links to PowerPoint? lecture slides, and links to additional Internet resources allow you to easily customize the site to a specific class.

Instructor Web Site (http://lehman.swcollege.com)

Explore teaching suggestions, evaluation guidelines, GMAT applications, language quizzes, supplementary case problems, and links to the latest business communication resources at http://lehman.swcollege.com.

**Enhance Your Course with These Outstanding Resources**


by Carol M. Lehman

Have you ever seen a PowerPoint presentation with 18 bullet points to a slide? Ideas head in all directions as words simply assemble themselves from colored fragments. The slides keep coming, too fast to read, each with a new template. With this brief book by Carol Lehman, you'll never be trapped in this nightmare again! This book moves beyond the traditional step-by-step manual to explore specific design techniques that lead to superior PowerPoint presentations.


by Michael Netzley

This series of interactive, technology-based learning tools focuses on enhancing the delivery of key business communication issues using a CD-ROM. Various modules cover organizing a message, document design, visual presentations, presenting financial information, communicating a message, and analyzing an audience. Technology-based delivery enhances understanding of the material through multimedia and highly interactive lessons, examples, and skill checks.

by Mary Ellen Guffey and Jamie Murphy

Stay on top of current and breaking news with this collection of the best business communication articles from The New York Times. This guide is much more than a collection of printed articles. You also gain password access to an online collection of the most current and relevant New York Times articles. Articles are continually posted as news breaks.


by James L. Clark and Lyn R. Clark

This handbook is the perfect supplement for any business communication class. Students will find it valuable far beyond the classroom. Practical guidelines help students produce effective communication in the actual business workplace. While maintaining its easy-to-follow format and clear writing style, this updated edition expands its focus on technology.


by Jackie Jankovich Hartman and Elaine LeMay

This book uses four phases to teach readers how to organize a presentation, develop the content, create and use visual aids, and deliver the presentation. Useful checklists help readers avoid common mistakes and eliminate frantic moments and memorable disasters.

Career Café (http://careercafe.swcollege.com)

Take control of your career and professional development with premier online tips and resources related to career opportunities. This valuable site provides detailed information about all of South-Western's career resources and shows how to re