Open a Window to the Future
with
COMMUNICATION 2000️

This revised, enhanced version of the Communication 2000 series provides comprehensive instruction on key workplace communication skills.

The following new titles are suitable for any communication course needs.

**Business and Technical Writing** focuses on the necessary skills for writing clear and concise documents in the workplace.

- Text 0538432896
- Text/CD Package 0538432853

**Reading for Information** presents strategies for reading, gathering, and prioritizing information.

- Text 0538432969
- Text/CD Package 0538432926

**Interpersonal Communication** focuses on the importance of listening, speaking, and building effective relationships in the workplace.

- Text 0538433035
- Text/CD Package 0538432993

**Personal Effectiveness** investigates communication and self-management skills necessary for personal effectiveness on the job.

- Text 0538433108
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**Powerful Presentations** emphasizes the importance of developing effective presentation skills for use in the workplace.

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**Employment Communication** reveals the communication skills necessary for conducting a successful job search or making a change in jobs.

- Text 0538433248
- Text/CD Package 0538433205

**Resolving Problems and Conflicts** delves into strategy for resolving differences and understanding coworkers’ points of view.

- Text 0538433310
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**Communicating With Customers** demonstrates the importance of customer service and provides methods for communicating effectively with customers in person, over the telephone, and via the Internet.

- Text 0538433388
- Text/CD Package 0538433345

**Communicating with Your Team** incorporates strategies for forming teams, establishing team goals, solving team problems, and becoming a leader.

- Text 0538433450
- Text/CD Package 0538433418

**Communication and Diversity** emphasizes the importance of communicating effectively in a diverse workforce, working to overcome stereotypes, and valuing differences in sexes, ages, cultures, and physical abilities.

- Text 0538433523
- Text/CD Package 0538433485

**Communication and Ethics** focuses on communicating ethically in the workplace, understanding the consequences of decisions, and being accountable for actions.

- Text 0538433590
- Text/CD Package 0538433558

**The Technology of Communication** focuses on understanding a variety of communication technologies, their impact on workplace efficiency, and benefit to employees.

- Text 0538433663
- Text/CD Package 0538433620

**Communication 2000 Comprehensive Edition** combines essential content from the above titles into one hardbound textbook with accompanying Projects Book.

- Text 053843256X
- Projects Book 0538433698

Visit us at [www.c2000.swep.com](http://www.c2000.swep.com) for a complete list of the exciting multimedia and technology products available in Communication 2000, 2E.
HOW TO USE THIS BOOK

The updated *Communication 2000* is a multimedia communication skills series that prepares learners to meet the communication challenges of tomorrow’s workplace. Twelve modules provide comprehensive coverage of workplace communication skills, along with numerous opportunities for critical thinking, project-based activities, and technology applications.

*Reading for Information* presents strategies for reading, collecting, and prioritizing information. Learn techniques for locating information, reading electronic information, understanding business forms and documents, and comprehending graphics.

The following page illustrations identify key features of this guide.

WORKSHOPS

Goals start each workshop with clear learning objectives.

Workshop Introduction presents a short story or illustrative passage that demonstrates the general themes and issues of the workshop.

Tools of the Trade supplies the main workshop concepts in straightforward, easy-to-read checklists.

On the Job presents a workplace scenario in a "story" format with questions for analysis and discussion.

Checkpoint questions provide opportunities for review and discussion.

Key Ideas introduce and define important terms and concepts developed in the workshop.

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Communication with Customers

Opportunities for discussion and problem solving are included. Video Spotlight provides motivational video models of contemporary workplace communication issues.

Summary

Making a good impression is the first step toward good customer service.

Customer satisfaction is the responsibility of everyone.

Selling requires attention to appearance, manner, and voice.

Focuses on several strategies that professionals in many occupations use to communicate effectively.
Did You Know? highlights interesting facts, findings, and trends in workplace communication.

"Remember, people will judge you by your actions, not your intentions. You may have a heart of gold—but so does a hard-boiled egg." —Anonymous

Quotations add relevance, humor, and motivational messages.

World View provides international and multicultural examples of key workshop concepts.

On the Net links communication skills to Web research and online learning through suggested Web sites and activities.

Good Customer Service Is Good Business
- 65% of a company's business comes from repeat customers.
- Customers refer friends, who then become customers.
- Unhappy customers tell 8–16 people about their bad experiences.
- Through Internet chat rooms, an unhappy customer can now tell thousands of people.
- 91% of dissatisfied customers won't shop at the same store again.
- A company can increase profits from 25% to 100% by simply reducing the number of unhappy customers.
- Customer loyalty can lead to increased sales.
- If a problem is handled quickly and to a customer's complete satisfaction, 80% will do business with the company again.

On the Net
The following Web sites profile professionals who improve their businesses through effective customer service.

www.customerserviceawards.com
www.icsa.com/public/activities/

Not Quite/Got It Right presents contrasting good and poor examples of communication skills.

What do you do when a customer cannot afford your product but you know a competitor who sells it at a cheaper price? Should you tell the customer, discount your product, or simply say nothing?

Morocco
- Holding a glass in your left hand

Germany
- Being even a few minutes late for an appointment

Saudi Arabia
- Wearing shorts, even for casual dress

Japan
- Singing an employee out for a compliment

Ethics & Etiquette requires readers to think critically about an ethical dilemma or difficult situation.

Ethics
- As a secretary in a large construction firm, Akiko spends almost her entire day answering calls from clients, salespeople, and inspectors. It is not uncommon for her to have three or four calls coming in at one time.

Etiquette
- When that happens, Akiko has to prioritize the most important calls. She may put three people on hold at once, but always asks for their permission first, and never leaves them on hold longer than 40 seconds. If she is not able to talk with them, she will politely take their names and numbers and call them back as soon as possible. Akiko lets no call go unanswered, which her firm's contacts greatly appreciate.
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