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Autore	Bovee Courtland L.
Titolo	Business communication essentials / / Courtland L. Bovee, John V. Thill
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Edizione	[Seventh, global edition.]
Descrizione fisica	1 online resource (xliv, 478 pages)
Collana	Always Learning
Disciplina	658.45
Soggetti	Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Business Communication Essentials: A Skills-Based Approach -- Title Page -- Copyright -- Contents in Brief -- Contents -- Real-Time Updates-Learn More -- Preface -- Dedication -- Prologue -- PART 1: Business Communication Foundations -- Chapter 1: Professional Communication in Today's Digital, Social, Mobile World -- LEARNING OBJECTIVES -- Communication Matters . . . -- Understanding Why Communication Matters -- COMMUNICATION IS IMPORTANT TO YOUR CAREER -- COMMUNICATION IS IMPORTANT TO YOUR COMPANY -- WHAT MAKES BUSINESS COMMUNICATION EFFECTIVE? -- Communicating as a Professional -- UNDERSTANDING WHAT EMPLOYERS EXPECT FROM YOU -- COMMUNICATING IN AN ORGANIZATIONAL CONTEXT -- ADOPTING AN AUDIENCE-CENTERED APPROACH -- Exploring the Communication Process -- THE BASIC COMMUNICATION MODEL -- THE SOCIAL COMMUNICATION MODEL -- The Mobile Revolution -- THE RISE OF MOBILE AS A COMMUNICATION PLATFORM -- HOW MOBILE TECHNOLOGIES ARE CHANGING BUSINESS COMMUNICATION -- Committing to Ethical Communication -- DISTINGUISHING ETHICAL DILEMMAS FROM ETHICAL LAPSES -- MAKING ETHICAL CHOICES -- Communicating in a World of Diversity -- THE ADVANTAGES AND CHALLENGES OF A DIVERSE WORKFORCE -- KEY ASPECTS OF CULTURAL DIVERSITY -- ADVICE FOR IMPROVING INTERCULTURAL COMMUNICATION -- Using Technology to Improve Business Communication -- KEEPING TECHNOLOGY IN PERSPECTIVE -- USING TOOLS PRODUCTIVELY -- GUARDING AGAINST INFORMATION

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CHARACTERISTICS OF EFFECTIVE TEAMS -- Collaborating on Communication Efforts -- GUIDELINES FOR COLLABORATIVE WRITING -- TECHNOLOGIES FOR COLLABORATIVE WRITING -- GIVING-AND RESPONDING TO-CONSTRUCTIVE FEEDBACK -- Making Your Meetings More Productive -- PREPARING FOR MEETINGS -- CONDUCTING AND CONTRIBUTING TO EFFICIENT MEETINGS -- PUTTING MEETING RESULTS TO PRODUCTIVE USE -- USING MEETING TECHNOLOGIES -- Improving Your Listening Skills -- RECOGNIZING VARIOUS TYPES OF LISTENING -- UNDERSTANDING THE LISTENING PROCESS -- OVERCOMING BARRIERS TO EFFECTIVE LISTENING -- Improving Your Nonverbal Communication Skills -- Developing Your Business Etiquette -- BUSINESS ETIQUETTE IN THE WORKPLACE -- BUSINESS ETIQUETTE IN SOCIAL SETTINGS -- BUSINESS ETIQUETTE ONLINE -- BUSINESS ETIQUETTE USING MOBILE DEVICES -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve Your Grammar, Mechanics, and Usage -- Endnotes -- PART 2: The Three-Step Writing Process -- Chapter 3: Planning Business Messages -- LEARNING OBJECTIVES -- Communication Matters . . . -- Understanding the Three-Step Writing Process -- Analyzing the Situation -- DEFINING YOUR PURPOSE -- DEVELOPING AN AUDIENCE PROFILE -- Gathering Information -- UNCOVERING AUDIENCE NEEDS -- PROVIDING REQUIRED INFORMATION -- Selecting the Best Combination of Media and Channels -- THE MOST COMMON MEDIA AND CHANNEL OPTIONS -- FACTORS TO CONSIDER WHEN CHOOSING MEDIA AND CHANNELS -- Organizing Your Message -- DEFINING YOUR MAIN IDEA -- LIMITING YOUR SCOPE -- CHOOSING BETWEEN DIRECT AND INDIRECT APPROACHES -- OUTLINING YOUR CONTENT -- BUILDING READER INTEREST WITH STORYTELLING TECHNIQUES -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills.

Improve Your Grammar, Mechanics, and Usage -- Endnotes -- Chapter 4: Writing Business Messages -- LEARNING OBJECTIVES -- Communication Matters . . . -- Adapting to Your Audience: Being Sensitive to Your Audience's Needs -- ADOPTING THE "YOU" ATTITUDE -- MAINTAINING STANDARDS OF ETIQUETTE -- EMPHASIZING THE POSITIVE -- USING BIAS-FREE LANGUAGE -- Adapting to Your Audience: Building Strong Relationships -- ESTABLISHING YOUR CREDIBILITY -- PROJECTING YOUR COMPANY'S IMAGE -- Adapting to Your Audience: Controlling Your Style and Tone -- CREATING A CONVERSATIONAL TONE -- USING PLAIN LANGUAGE -- SELECTING ACTIVE OR PASSIVE VOICE -- Composing Your Message: Choosing Powerful Words -- BALANCING ABSTRACT AND CONCRETE WORDS -- FINDING WORDS THAT COMMUNICATE WELL -- Composing Your Message: Creating Effective Sentences -- CHOOSING FROM THE FOUR TYPES OF SENTENCES -- USING SENTENCE STYLE TO EMPHASIZE KEY THOUGHTS -- Composing Your Message: Crafting Coherent Paragraphs -- CREATING THE ELEMENTS OF A PARAGRAPH -- DEVELOPING PARAGRAPHS -- Writing Messages for Mobile Devices -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve

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DESIGNING MESSAGES FOR MOBILE DEVICES -- Proofreading Your Message -- Distributing Your Message -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve Your Grammar, Mechanics, and Usage -- Endnotes -- PART 3: Brief Business Messages -- Chapter 6: Crafting Messages for Digital Channels -- LEARNING OBJECTIVES -- Communication Matters . . . -- Digital Channels for Business Communication -- MEDIA CHOICES FOR BRIEF MESSAGES -- COMPOSITIONAL MODES FOR DIGITAL MEDIA -- CREATING CONTENT FOR SOCIAL MEDIA -- OPTIMIZING CONTENT FOR MOBILE DEVICES -- Social Networks -- BUSINESS COMMUNICATION USES OF SOCIAL NETWORKS -- STRATEGIES FOR BUSINESS COMMUNICATION ON SOCIAL NETWORKS -- Information and Media Sharing Sites -- USER-GENERATED CONTENT SITES -- CONTENT CURATION SITES -- COMMUNITY Q&A SITES -- Email -- PLANNING EMAIL MESSAGES -- WRITING EMAIL MESSAGES -- COMPLETING EMAIL MESSAGES -- Instant Messaging and Text Messaging -- UNDERSTANDING THE BENEFITS AND RISKS OF IM -- ADAPTING THE THREE-STEP PROCESS FOR SUCCESSFUL IM -- Blogging and Microblogging -- UNDERSTANDING THE BUSINESS APPLICATIONS OF BLOGGING -- ADAPTING THE THREE-STEP PROCESS FOR SUCCESSFUL BLOGGING -- MICROBLOGGING -- Podcasting -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve Your Grammar, Mechanics, and Usage -- Endnotes -- Chapter 7: Writing Routine and Positive Messages -- LEARNING OBJECTIVES -- Communication Matters . . . -- Strategy for Routine Requests -- STATING YOUR REQUEST UP FRONT -- EXPLAINING AND JUSTIFYING YOUR REQUEST -- REQUESTING SPECIFIC ACTION IN A COURTEOUS CLOSE -- Common Examples of Routine Requests -- ASKING FOR INFORMATION OR ACTION -- ASKING FOR RECOMMENDATIONS -- MAKING CLAIMS AND REQUESTING ADJUSTMENTS.

Strategy for Routine Replies and Positive Messages -- STARTING WITH THE MAIN IDEA -- PROVIDING NECESSARY DETAILS AND EXPLANATION -- ENDING WITH A COURTEOUS CLOSE -- Common Examples of Routine Replies and Positive Messages -- ANSWERING REQUESTS FOR INFORMATION OR ACTION -- GRANTING CLAIMS AND REQUESTS FOR ADJUSTMENT -- PROVIDING RECOMMENDATIONS AND REFERENCES -- SHARING ROUTINE INFORMATION -- ANNOUNCING GOOD NEWS -- FOSTERING GOODWILL -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve Your Grammar, Mechanics, and Usage -- Endnotes -- Chapter 8: Writing Negative Messages -- LEARNING OBJECTIVES -- Communication Matters . . . -- Using the Three-Step Writing Process for Negative Messages -- STEP 1: PLANNING NEGATIVE MESSAGES -- STEP 2: WRITING NEGATIVE MESSAGES -- STEP 3: COMPLETING NEGATIVE MESSAGES -- Using the Direct Approach for Negative Messages -- OPENING WITH A CLEAR STATEMENT OF THE BAD

NEWS -- PROVIDING REASONS AND ADDITIONAL INFORMATION -- CLOSING ON A RESPECTFUL NOTE -- Using the Indirect Approach for Negative Messages -- OPENING WITH A BUFFER -- PROVIDING REASONS AND ADDITIONAL INFORMATION -- CONTINUING WITH A CLEAR STATEMENT OF THE BAD NEWS -- CLOSING ON A RESPECTFUL NOTE -- Sending Negative Messages on Routine Business Matters -- MAKING NEGATIVE ANNOUNCEMENTS ON ROUTINE BUSINESS MATTERS -- REJECTING SUGGESTIONS AND PROPOSALS -- REFUSING ROUTINE REQUESTS -- HANDLING BAD NEWS ABOUT TRANSACTIONS -- REFUSING CLAIMS AND REQUESTS FOR ADJUSTMENT -- Sending Negative Employment Messages -- REFUSING REQUESTS FOR RECOMMENDATIONS -- REFUSING SOCIAL NETWORKING RECOMMENDATION REQUESTS -- REJECTING JOB APPLICATIONS -- GIVING NEGATIVE PERFORMANCE REVIEWS -- TERMINATING EMPLOYMENT -- Sending Negative Organizational News. Responding to Negative Information in a Social Media Environment.

#### Sommario/riassunto

For courses in Business Communication. Building Modern Communication Skills to Launch Your Career Business Communication Essentials equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume. Over the last two decades, business communication has been in constant flux, with email, web content, social media, and now mobile changing the rules of the game. In the Seventh Edition, Bovee and Thill provide abundant exercises, tools, and online resources to prepare students for the new reality of mobile communications and other emerging trends, ensuring a bright start in the business world. MyBCommLab® is not included. Students, if MyBCommLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN. MyBCommLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBCommLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

2. Record Nr.	UNINA9910791131403321
Titolo	Scaling up nutrition : : what will it cost? // Sue Horton ...[and others]
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2010
ISBN	1-282-42218-9 9786612422188 0-8213-8078-8
Descrizione fisica	xxx, 100 pages : illustrations, map ; ; 23 cm
Collana	Directions in development. Human development
Altri autori (Persone)	HortonSusan
Disciplina	363.8/56
Soggetti	Malnutrition Nutrition policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 87-92) and index.
Nota di contenuto	Introduction : why scale up? -- Methodology : estimating the costs -- What will it cost and what are the potential benefits? -- Phasing the scale-up.
Sommario/riassunto	Action against malnutrition is needed more than ever. An additional US10.3 billion a year is required from public resources to mount a successful attack against undernutrition on a worldwide scale. This would benefit over 360 million children in the 36 countries with the highest burden of undernutrition-home to 90 percent of the stunted children worldwide-and prevent 1.1 million child deaths. Since early childhood offers a special window of opportunity to improve nutrition, the bulk of the investment needs to be targeted between pre-pregnancy until two years of age. Scaling Up Nutrition: What