

1. Record Nr.	UNINA9910154955703321
Autore	Bovee Courtland L.
Titolo	Business communication essentials / / Courtland L. Bovee, John V. Thill
Pubbl/distr/stampa	Boston : , : Pearson, , [2016] ©2016
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

OVERLOAD -- RECONNECTING WITH PEOPLE FREQUENTLY -- Chapter Review and Activities -- Test Your Knowledge -- Apply Your Knowledge -- Practice Your Skills -- Expand Your Skills -- Improve Your Grammar, Mechanics, and Usage -- Endnotes -- Chapter 2: Collaboration, Interpersonal Communication, and Business Etiquette -- LEARNING OBJECTIVES -- Communication Matters . . . -- Communicating Effectively in Teams -- ADVANTAGES AND DISADVANTAGES OF TEAMS.

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

Your Grammar, Mechanics, and Usage -- Endnotes -- Chapter 5: Completing Business Messages -- LEARNING OBJECTIVES -- Communication Matters . . . -- Revising Your Message: Evaluating the First Draft -- EVALUATING YOUR CONTENT, ORGANIZATION, AND TONE -- EVALUATING, EDITING, AND REVISING THE WORK OF OTHER WRITERS -- Revising to Improve Readability -- VARYING SENTENCE LENGTH -- KEEPING YOUR PARAGRAPHS SHORT -- USING LISTS AND BULLETS TO CLARIFY AND EMPHASIZE -- ADDING HEADINGS AND SUBHEADINGS -- Editing for Clarity and Conciseness -- EDITING FOR CLARITY -- EDITING FOR CONCISENESS -- Producing Your Message -- DESIGNING FOR READABILITY.

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

3. Record Nr.	UNINA9910952301403321
Titolo	Contemporary critical discourse studies / / edited by Christopher Hart, Piotr Cap
Pubbl/distr/stampa	London ; ; New York : , : Bloomsbury Academic, , 2014
ISBN	9781474295000 1474295002 9781472593634 1472593634 9781441160775 1441160779
Descrizione fisica	1 online resource (641 pages)
Collana	Contemporary Studies in Linguistics
Disciplina	401/.41
Soggetti	Critical discourse analysis Cognitive grammar
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Machine generated contents note: -- 1. Introduction - Christopher Hart and Piotr Cap -- PART I Dimensions of Discourse History -- 2. Argumentation Analysis and the Discourse-Historical Approach. A Methodological Framework, Martin Reisigl -- 3. Metaphor in the Discourse-Historical Approach, Andreas Musolff Argumentation -- 4. Historia Magistra Vitae: The Topos of History as a Teacher in Public Struggles over Self- and Other-Representation, Bernard Forchtner -- 5. It Is Easy To Miss Something You Are Not Looking For: A Pragmatic Account of Covert Communicative Influence for (Critical) Discourse Analysis, Steve Oswald Social Cognition -- 6. Discourse-Cognition-Society: Current State and Prospects of the Socio-Cognitive Approach to Discourse, Teun van Dijk -- 7. Applying Social Cognition Research to Critical Discourse Studies: The Case of Collective Identities, Veronika Koller Conceptualisation -- 8. A Cognitive Linguistic Approach to Language, Mind and Ideology, Christopher Hart -- 9. Expanding CDS Methodology by Cognitive-Pragmatic Tools: Proximization Theory and

Public Space Discourses, Piotr Cap Corpora -- 10. 'Bad Wigs And Screaming Mimis': Using Corpus-Assisted Techniques to Carry Out Critical Discourse Analysis of the Representation of Trans People in the British Press, Paul Baker -- 11. Deconstructing Arguments via Text Mining of Their Online Discussion Forums: A Practical Digitally-Based Analysis, Kieran O'Halloran Sound and Vision -- 12. Critical Discourse Analysis and Multimodality, Theo van Leeuwen -- 13. Sound and Discourse: A Multimodal Approach to War Film Music, David Machin. PART II Domains of Discourse Political Discourse -- 14. American Ways of Organizing the World: Designing the Global Future through U.S. National Security Policy, Patricia Dunmire -- 15. 'Yes, We Can': The Social Life of a Political Slogan, Adam Hodges Media Discourse -- 16. Media Discourse in Context, Anita Fetzer -- 17. Media Discourse and De/Coloniality: A Post-Foundational Approach, Felicitas Macgilchrist European Union -- 18. Discourse and Communication in the European Union: A Multi-Focus Perspective of Critical Discourse Studies, Michal Krzyzanowski -- 19. The Discursive Technology of Europeans' Involvement: EU Culture and Community of Practice, Elena Magistro Public Policy -- 20. The Privatisation of the Public Realm: A Critical Perspective on Practice and Discourse, Gerlinde Mautner -- 21. Pushed out of School: A Critical Discourse Analysis of the Policies and Practices of Educational Accountability, Rebecca Rogers Race and Immigration -- 22. Immigration Discourses and Critical Discourse Analysis: Dynamics of World Events and Immigration Representations in the British Press, Majid Khosravi Nik -- 23. Race and Immigration in Far- and Extreme-Right European Political Leaflets, John Richardson and Monica Colombo Health -- 24. Critical Studies of Health and Illness Discourses, Nelya Koteyko -- 25. Public Health in the UK Media, Olivia Knapton and Gabriella Rundblad Environment -- 26. Ecolinguistics and Erasure, Arran Stibbe -- 27. Values, Assumptions and Beliefs in British Newspaper Editorial Coverage of Climate Change, Cinzia Bevitori Index.

Sommario/riassunto

"CDS is a multifarious field constantly developing different methodological frameworks for analysing dynamically evolving aspects of language in a broad range of socio-political and institutional contexts. This v. is a cutting edge, interdisciplinary account of these theoretical and empirical developments. It presents an up-to-date survey of Critical Discourse Studies (CDS), covering both the theoretical landscape and the analytical territories that it extends over. It is intended for critical scholars and students who wish to keep abreast of the current state of the art. The book is divided into two parts. In the first part, the chapters are organised around different methodological perspectives for CDS (history, cognition, multimodality and corpora, among others). In the second part, the chapters are organised around particular discourse types and topics investigated in CDS, both traditionally (e.g. issues of racism and gender inequality) and only more recently (e.g. issues of health, public policy, and the environment). This is, altogether, an essential new reference work for all CDS practitioners."--Bloomsbury Publishing.