

SECTION OVERVIEW

4.7: Effective Business Communication

Communication is Vital to Success

Communication is key to your success—in relationships, in the workplace, as a citizen of your country, and across your lifetime. Your ability to communicate comes from experience, and experience can be an effective teacher, but this text and the related business communication course will offer you a wealth of experiences gathered from professional speakers across their lifetimes. You can learn from the lessons they've learned and be a more effective communicator right out of the gate.

Business communication can be thought of as a problem solving activity in which individuals may address the following questions:

- What is the situation?
- What are some possible communication strategies?
- What is the best course of action?
- What is the best way to design the chosen message?
- What is the best way to deliver the message?

In this book, we will examine this problem solving process and help you learn to apply it in the kinds of situations you are likely to encounter over the course of your career.

4.7.1: Why Is It Important to Communicate Well?

4.7.2: What Is Communication?

4.7.3: Communication in Context

4.7.4: Your Responsibilities as a Communicator

4.7.5: Additional Resources

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