BUSINESS COMMUNICATION



PETER HARTLEY AND CLIVE G. BRUCKMANN

Contents

Lis	st of figures	vii	
List of tables			
List of boxes			
Pre	Preface		
Acknowledgements			
Int	roduction	1	
Pai	t one COMMUNICATION FUNDAMENTALS	9	
1	Analysing communication	11	
2	Communication codes and meaning	29	
3	Intercultural communication	47	
Pai	t two COMMUNICATION AND ORGANIZATIONS IN CONTEXT	67	
4	Organizational culture and communication	69	
5	Information and communications technology (ICT) in organizations	90	
6	Organizational structure and communication	112	
Pai	t three WRITTEN COMMUNICATION IN ORGANIZATIONS	137	
7	Business writing: planning and organizing	139	
8	Effective writing style	163	
9	Effective design and visual aids	185	
10	Effective business documents	209	
Pai	t four Interpersonal communication in organizations	239	
11	Effective interpersonal communication: defining interpersonal skills	241	
12	Interpersonal skills in action: communicating face to face	264	
13	Meetings and presentations	286	
14	Building effective teams	311	

CONTENTS

Bibliography

Index

Part five COMMUNICATION AND CHANGE

15	Understanding organizational change	
16	Making communication work: summary principles	

333 335 349

354

371