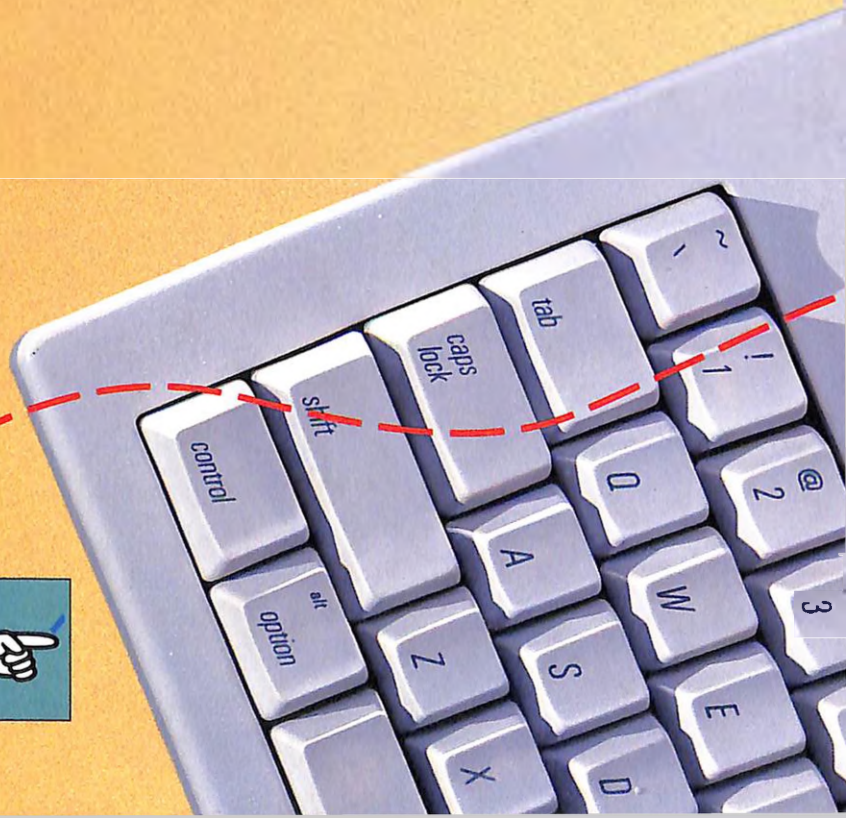
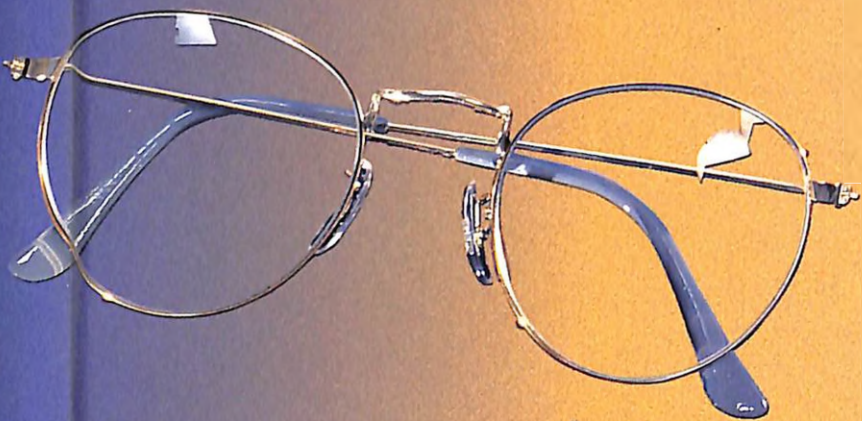




LESIKAR'S **BASIC BUSINESS** **COMMUNICATION**

SEVENTH EDITION

RAYMOND V. LESIKAR
JOHN D. PETTIT, JR.
MARIE E. FLATLEY



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Dr. Raymond V. Lesikar has served on the faculties of the University of North Texas, Louisiana State University at Baton Rouge, The University of Texas at Austin, and Texas Christian University. He served also as a visiting professor at the University of International Business and Economics, Beijing, China. His contributions to the literature include six books and numerous articles.

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Preface

This seventh edition continues our efforts to produce the most authoritative, thorough, and technologically current book in the field. We are modestly confident that we have succeeded. We are also confident that more than ever before, we have achieved the two primary goals of the preceding editions: to present business communication in a way that is (1) more learnable for the student and (2) more teachable for the instructor.

AUTHORITATIVE

Our efforts to present the subject matter authoritatively involved a thorough review of the field. The information presented and procedures recommended are not just our ideas and preferences, though we support them. They represent the mainstream of business communication thought developed by researchers, teachers, and practitioners over the years. We are confident they fully meet AACSB and ACBSP accreditation standards for communication.

We are equally confident that our approach to business communication heavily involves the five educational competencies outlined by the Secretary's Commission on Achieving Necessary Skills, U. S. Department of Labor. Certainly the emphasis on the effects of words on human relations helps the student in working with others. Coverage of research and reporting addresses the skill of acquiring and using information. Mastery of complex systems is an obvious goal of our review of procedures involved in analyzing, solving, and presenting report problems. Likewise, the skill of managing resources is a logical product of report preparation. Finally, the computer emphasis throughout the book supports the fifth skill area—technology.

THOROUGH

We worked diligently to cover the subject thoroughly. The content of the earlier editions was based on the results of two extensive surveys of business communication teachers. In this edition we supplemented the results of those surveys with suggestions from the

highly competent professionals who reviewed the book. The result is a book whose content has been developed and approved by experts in the field. As well as we can determine, this edition covers every topic that today's business communication leaders say it should have.

TECHNOLOGICALLY CURRENT

Because the computer has affected business communication in so many ways, we worked this subject into the book wherever applicable. Where technology is integral to the way businesses communicate today, we integrated it into the text discussion. In those cases where technology helps students perform special tasks, we presented it in boxes. We believe these efforts will enable students to exploit the power of the computer in saving time and improving work quality.

TEACHABLE AND LEARNABLE

As in the earlier editions, we worked hard to make the book serve both student and teacher in every practical way. For the student, we worked to make the learning experience easy and interesting. For the teacher, we did all in our power to lighten the teaching load.

Successful Plan of the Past. To implement these goals, we continued the following plan that proved to be highly successful in preceding editions:

Readable writing. The writing is in plain, everyday English—the kind the book instructs the students to use.

Chapter objectives. Placed at the beginning of all chapters, clearly worded objectives emphasize learning goals, and are tied in to the chapters' summaries.

Introductory situations. A realistic description of a business scenario introduces the student to each topic, providing context for the discussion and examples.

Preliminary outlines of letters. To simplify and clarify the instructions for writing the basic letter types, outlines of letter plans precede the discussions.