

**BUSINESS AND
TECHNICAL
COMMUNICATION:
An Annotated Guide to
Sources, Skills,
and Samples**

Sandra E. Belanger, et al

PRAEGER

BUSINESS AND TECHNICAL
COMMUNICATION

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BUSINESS AND TECHNICAL COMMUNICATION

An Annotated Guide to
Sources, Skills, and Samples

Compiled by Sandra E. Belanger, Susan Lee Kendall,
Toby Leigh Matoush, and Yuhfen Diana Wu

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Preface

The simple request for a revision of *Better Said and Clearly Written*, published in 1989, precipitated the quest for the material for this practical guide. With a goal of offering solutions to business and technical communications problems, the research guide and annotated bibliography is aimed primarily at business and engineering students, faculty, librarians, and other working professionals. It is designed to facilitate research and the location of such helpful items as outlines, guidelines, and sample documents. Accordingly, it serves those who need to communicate more effectively in school and the workplace, as well as teachers and librarians who will assist them in this process.

The process of developing this guide is a cooperative venture. Susan Lee Kendall, Yuhfen Diana Wu, and Toby Leigh Matoush created chapters 1 through 3, respectively. Every effort was made to ensure that bibliographic editions, Internet address, and contact information was the most recent available. Unless otherwise noted, all materials have been examined by one of the authors.

Sandra E. Belanger created chapters 4 through 6. Bibliographic items included were published primarily between 1990 and 2004. Unless otherwise noted, the author examined all materials. Wu and Belanger did the final editing and formatting of the whole book.

This book, like many others, has benefited from the assistance of colleagues and friends. We are deeply grateful to our families for their support. We are indebted to Elizabeth A. Mason for her support and efforts on our behalf, and to Dr. Steve Wu for his technical advice. Many of the materials included would not have been scrutinized without the assistance of Cathy Perez and the Interlibrary Services staff, and the Link+ Book Request Services at San Jose State University Library.

Introduction

Effective communication skills are essential in the new millennium. Today's fast-moving, competitive business world requires employees with excellent verbal and written skills. In order to meet this need, business schools strive to produce students with both skills; communication courses stress techniques through term papers, writing assignments, and oral presentations; and managers require employees to participate in appropriate training exercises. The published literature on workplace communication skills echoes this concern as textbooks and works offering advice and sure cures for communication problems continue to proliferate. While the business and technical worlds bemoan the absence of competent writing and speaking skills, the rapid pace of the work environment leaves little time for learning and improving these skills. In order to effectively facilitate communication skills for students and practitioners, clear guidelines, well-structured outlines, and pertinent examples are needed. This book serves as a guide to the locations of these essential materials and the research tools needed to acquire them.

There are two components to this book. The first three chapters serve as a handbook for conducting research in business and technical communication. It answers basic questions on correct grammar and offers research tools (e.g., dictionaries), research resources (e.g., indexes, computer databases, and periodicals), and information sources (e.g., associations, research institutions).

Chapter 1, *Research Guides*, lists standard reference sources such as bibliographies, dictionaries, directories, handbooks, and sources of quotations. It identifies sources for correct definitions, biographies of important persons in the field, and quotations to use in a report or a speech. The bibliographies record previously published material in business communication and technical writing.

Chapter 2, *Research Resources*, expands research techniques in business and technical communication through the use of printed indexes and abstracts,

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computer databases, periodicals, Web sites, and library subject headings. These can be used to extend the search for articles in magazines and journals, as well as in published books.

Chapter 3, Information Resources, describes professional associations, research institutions, government agencies, and grammar hotlines. Many professional associations, research institutions, and government agencies provide assistance with communication problems. Grammar hotlines can be called for immediate answers to punctuation, syntax, and spelling questions.

Chapters 4-6 serve as a guide to general, written, and oral communication skills through a topical bibliography of books published between 1990 and 2004. Sources in Chapters 4-6 were selected for their emphasis on approaches, formats, checklists, guidelines, and sample documents. Author, title, publication information, and annotation are displayed. The inclusion of outlines, guidelines, sample documents, and similar items in the books is noted in the annotations.

Chapter 4, Communication Skills, examines books that improve general communication skills, such as editing, grammar, and writing style. As proficiency in communicating affects all areas of the work environment, there is no excuse for lack of competency. The communication overviews found in the chapter allow anyone to learn to communicate more effectively.

Books listed in Chapter 5, Written Communication, address questions on writing specific documents, from proposals and business plans to reports and resumes. Through correspondence and more specialized written documents, management communicates with its employees, its competitors, and its customers. The production of well-written materials ensures that misunderstandings are prevented and success guaranteed.

Chapter 6, Oral Communication, features books on such crucial communicative skills such as interviewing, presentations, telephone etiquette, and public speaking. As with the written word, the ability to effectively converse with others is essential for success. Three indexes complete the volume. They are: name, title, and subject.

Chapter 1

RESEARCH GUIDES

In the search for information to improve business and technical communications, there are several basic reference sources, which supplement a good dictionary and thesaurus, including handy desktop manuals and information gathering tools. This chapter is a bibliography of the standard references sources for the communications field. Six categories are included: bibliographies, biographical sources, dictionaries, directories, handbooks, and quotation books. These sources identify correct definitions, biographies of important persons in the field, and quotations to add spice to a presentation.

Some reference tools, like bibliographies, lead to further sources; others, like dictionaries, contain the answer within the volume consulted. The presence of annotations or brief summaries in the works cited is indicated where appropriate. The biographical works give brief descriptions of an individual's life and accomplishments or reveal the location of such information. Dictionaries feature terms as defined in the field. Varying degrees of explanation are supplied for key terms, buzz words and slang expressions. A directory usually lists basic data such as name, address, telephone number and other pertinent information. The directories in this chapter index associations, periodicals, newsletters and government agencies. They can be used to modify and expand on the information found in chapters two and three. Handbooks go beyond the more limited focus of dictionaries in providing data. They offer extensive definitions, detailed examples and examine specific skills such as letter writing. The pronouncements and witticisms of experts in economics and business are often quoted in the press. To assist in their identification, pertinent collections of quotations are cited.

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The basic reference sources in this chapter support the search for additional information in business and technical communications. Used appropriately, these sources will contribute to the improvement of writing and speaking skills.

BIBLIOGRAPHIES

1-001. Alred, Gerald J. *The St. Martin's Bibliography of Business and Technical Communication*. New York: St. Martin's Press, 1997. 179p.

Over three hundred annotations to articles, journals, books, associations, meetings and Internet discussion groups are offered in six topical sections. Intended for teachers, the volume offers a framework for teaching, research and professional development. Indexed.

1-002. Block, Eleanor S. and James K. Bracken. *Communication and the Mass Media: A Guide to the Reference Literature*. Englewood, CO: Libraries Unlimited, Inc., 1991. 198p.

This is an annotated guide to printed English-language sources in communication since 1970. Arranged by the type of guide (e.g. dictionaries, periodicals), a significant number of resources relevant for business communication are included. Entries include lengthy abstracts with cross-references. Somewhat out of date with regard to electronic resources, it will prove a useful introduction to the broader field of communications. There are subject and author/title indexes.

1-003. Dillon, Martin and Shannon Graff Hysell, editors. *ARBA in-depth: Economics and Business*. Westport, CT: Libraries Unlimited, 2004. 296p.

This is a first edition that is a specialized update of the respected American Reference Book Annual. The goal of this book is to provide libraries a tool to aid in selection of business materials. It also serves as a good resource for identifying resources that are relevant to a particular search. The well-written annotations are a strong point of this resource. There are subject and author/title indexes. Recommended for all libraries.

1-004. Kennedy, Chris, Julianna Dudas and Martin Hewings. *Research on English Language and Communication in Business – A Bibliography, 1988-1992*. Birmingham, England: Centre for English Language Studies, 1993. 36p.

This is an ERIC bibliography that was compiled from the results of searching several different databases, including ABI-Inform, MLA and Dissertations Abstracts. There are no abstracts to the articles. The titles in this bibliography are so descriptive that it is easy to surmise the nature of the publications. The bibliography also cites articles from core business journals.

1-005. Lassanyi, Mary. *Do's and Don'ts in Doing Business Overseas*. Beltsville, MD: National Agricultural Library, 1990. 6p.

Provides citations to books as well as journal articles on the aspects of conducting business overseas. While some of the sources are dated, a search for revisions to these titles would be of great assistance to businesses.

1-006. Thune, W. Scott. *Bibliography for Rhetoric, Composition, and Professional Communication*. Ames: Iowa State University, 1998. 500p. Retrieved, August 30, 2004, from: <http://www.public.iastate.edu/~wsthune/research/>

This web-based bibliography indexes over 7,600 books and articles on topics relating to business writing, composition and related topics. Coverage runs from 1975 to 1998, with updates being added at various time intervals. This database can be requested to be linked or run on individual servers as long as the author is notified and credit be given to this work. Searching can be done by keyword or browsing the author or journal list.

1-007. United States. Superintendent of Documents. *Communications and Office Skills*. Washington, D.C.: U.S. G.P.O., Supt. of Docs. Serial. 2p. Retrieved from: <http://bookstore.gpo.gov/sb/sb-087.html>

This is one of a series of subject bibliographies produced by the U.S. Government Printing Office. These bibliographies cite more than 12,000 different books, periodicals, posters, pamphlets, and subscription services for sale from the Superintendent of Documents, U.S. Government Printing Office (GPO). This bibliography on Communications and Office Skills lists books and pamphlets. It is available through the Federal Library Depository Program and on the Internet.

1-008. Wyckoff, Trip, compiler & editor. *Directory of Business Periodical Special Issues*. Austin, TX: Reference Press, 1995. 162p.

Gives journal titles that include special subject issues and where they are indexed. For example: The journal *Packaging* in the January issue has the

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annual forecast for the industry, in the July issue it lists the top 100 companies of the industry. A valuable tool that can be used to find material that relates to a specific area in business.

BIOGRAPHICAL SOURCES

1-009. Brands, H. W. *Masters of Enterprise: Giants of American Business from John Jacob Astor and J.P. Morgan to Bill Gates and Oprah Winfrey.* New York: Free Press, 1999. 354p.

This work includes the lives of 25 people who have been successful in commerce, manufacturing or finance. Covers industry giants from the past, such as John Jacob Astor, Vanderbilt, Gould through today's leaders such as Bill Gates and Ted Turner. These interesting biographies of the people give good background information to the companies they established and to the specific industries.

1-010. Carey, Charles W. *American Inventors, Entrepreneurs & Business Visionaries.* New York: Facts on File, 2002. 410p.

Short biographies are written on American individuals that sparked the economic growth of the country. The time period is from colonial to the present. Each vignette contains birth and death dates, picture if available and suggested further readings. Indexes by industry, date of birth and keyword.

1-011. Gabor, Andrea. *The Capitalist Philosophers.* New York: Times Books, 2000. 384p.

This book gives biographies of people who have shaped current management principles. Ten biographies include such names as FW Taylor, Deming and Drucker. These are very readable stories on innovative individuals who impacted the business world.

1-012. Hirahara, Naomi. *Distinguished Asian American Business Leaders.* Westport, CT: Greenwood Press, 2003. 242p.

Profiles of influential Asian American business leaders are given as well as a bibliography at the end of each profile. A photograph of the individual is included if it was available at the time of publication. The index is divided into a subject index and an index by occupation. Deciding criteria for inclusion in this biographical volume included not only success in the industry, but also the individual's situation, philanthropy, as well as ethnic and regional diversity. Recommended for all libraries.

1-013. Kranz, Rachel. *African-American Business Leaders and Entrepreneurs.* New York: Facts on File, 2004. 322p.

African-American business leaders from colonial times to the present are included in this work. Leaders who impacted small and large businesses, from various geographic regions, and from a variety of businesses are included. At the end of each entry is a list of suggested further reading. When available, photographs of the individuals are included. Recommended for all libraries.

1-014. Nasrallah, Wahib. *United States Entrepreneurs and the Companies They Built: an Index to Biographies in Collected Works*. Westport, CT: Greenwood Press, 2003. 366p.

There are over 1700 executive biographies covered in this index. The biographies are part of 120 collected works that date from 1893 to 2001. The book is divided into three parts: the executives, the collected works cited, and an index by corporation. This is a recommended book for college and university libraries.

1-015. Perseus Books Group. *Movers and Shakers: The 100 Most Influential Figures in Modern Business*. Cambridge, MA: Basic Books, 2003. 363p.

There are two divisions in this work, biographies on management thinkers and biographies on business giants. What makes this book interesting is the section on contribution. The editors of this work have provided key concepts that singled out the individual in business. Citations to further reading are included. Indexed.

1-016. Tedlow, Richard S. *Giants of Enterprise: Seven Business Innovators and the Empires They Built*. New York: Harper/Business, 2001. 512p.

Extensive biographies on Carnegie, Eastman, Ford, Watson, Sr., Revson, Walton and Noyce were selected on the idea that these men made a difference in business and industry. The author's other criterion was that all are deceased. The articles on each person contain references to more resources. It also contains a helpful bibliographic essay at the end that points out the key works on each of these men. Indexed.

DICTIONARIES AND ENCYCLOPEDIAS

1-017. Adeleye, Gabriel G. *World Dictionary of Foreign Expressions: A Resource for Readers and Writers*. Wauconda, IL: Bolchazy-Carducci Publishers, 1999. 411p.

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This dictionary is intended to alleviate problems with misspellings and usages of foreign expressions. Organized alphabetically, entries identify the language, and provide both polished translation and a literal word-for-word explication of each phrase. Explanatory quotations have been taken from recent scholarship. There is a guide to entries. Not indexed.

1-018. Botto, Francis. *Dictionary of E-Business: A Definitive Guide to Technology and Business Terms*. New York: John Wiley & Sons, 2000. 334p.

This is an excellent dictionary of terms that are currently used in all aspects of e-business. The novice in the field of e-business for the most part, easily understands the definitions. There are many examples for some of the more complex definitions. In a dynamically changing environment, this is a recommended source for libraries and individuals who work in the arena of e-business.

1-019. Capela, John J. and Stephen W. Hartman. *Dictionary of International Business Terms*. Hauppauge, NY: Barren's Educational Series. 2nd ed. 2000. 612p.

This dictionary of more than 4,000 terms that relate to all aspects of international business including up-to-date terms as those used with the Internet, and more traditional, standard terms, such as those used in accounting, finance and marketing. Appendixes include international abbreviations and acronyms, and overseas contacts for major foreign markets.

1-020. Bannock, Graham, et al. *Dictionary of Business*. Princeton, NJ: Bloomberg Press, 2003. 392p.

Written with British English spelling, this is an in-depth dictionary that has lengthy definitions of Anglo-American business terms. Included are cross-references to more precise terms. This work includes brief biographies of people who have impacted the growth of business.

1-021. Collin, P.H., ed. *Dictionary of Business*. 2nd ed. Chicago, IL: Fitzroy Dearborn Publishers, 1998. 351p.

Presents words and phrases for a basic business vocabulary used in both British and American English. A good mix of economic and business terms, entries offer clear definitions, pronunciations, and some illustrative quotations. Supplemental information includes country abbreviations, time zones, weights and measures, area codes and currency codes. There are samples of a balance sheet, business letters and a curriculum vita.

1-022. DeVries, Mary A. *Barron's Business Thesaurus*. Hauppauge, NY: Barron's Educational Series, Inc., 1996. 367p.

Organized alphabetically, the thesaurus of nearly 3500 entries and 75,000 synonyms presents a well-rounded collection of words for improving professional language usage in business. Terms included have five or more synonyms appropriate for business use.

1-023. Helms, Marilyn M., ed. *Encyclopedia of Management*. 4th ed. Farmington Hill, MI: Gale Group, 2000. 1020p.

Arranged alphabetically, over three hundred signed essays are provided on a range of topics, including communication, international management communication, marketing communication and resumes. Important theories and models are discussed. Indexed.

1-024. Hillstrom, Kevin and Laurie C. Hillstrom. *Encyclopedia of Small Business*. Detroit, MI: Gale Research, 1998. 1061p.

Developed as a source of information on a range of small business topics, over 500 alphabetical essays are presented in two volumes. The articles, relevant for entrepreneurs and small business owners, cover such topics as the business plan and written and oral communication. While no sample documents are included, the bibliographies at the end of each article provide further sources of information.

1-025. *The Oxford Essential Business and Office Dictionary*. New York: Berkley Books, 2002. 1013p.

This paperback book contains definitions to terms found in business. Although the sponsor of the book is Oxford, the spellings are American, not British. There is an appendix to the dictionary that includes information such as guides to writing business letters, email etiquette, making business meeting arrangements, etc. A brief writing guide is another section of the dictionary. This compact book would be a good addition to all libraries and personal collections.

1-026. *Random House Webster's Modern Office Dictionary*. New York: Random House, 1999. 794p.

A unique reference guide that presents terms in five sections: general terms, business, computer, legal and abbreviations. Pronunciations of words appear in the general section only. Cross-references are made to terms in other sections. Designed for those who need to look up information in the course of the day, definitions are brief. The arrangement in five parts assumes the user knows in which category to search.

1-027. *The Ultimate Business Dictionary.* Cambridge, MA: Perseus Publishing, 2003. 657p.

Not only does this dictionary provide definitions for business terms, but gives short paragraphs illustrating the proper use of a term or phrase. The *Dictionary* also includes short biographical sketches of major figures in business. Recommended for all libraries.

1-028. Warner, Malcolm, Ed. *Regional Encyclopedia of Business and Management.* London: Business Press. 2000. Four volumes.

This excellent encyclopedia discusses business culture in most countries. Each major facet of business is discussed concerning economic background, business culture, education and training, and future prospects. Insights are given concerning cross-cultural communication into business and management styles. Includes an index. Each chapter has many references to other sources.

DIRECTORIES

1-029. *Advertising Red Books.* New Providence, NJ: Lexis Nexis. Annual. Multivolume set.

Companies that spend more than \$200,000 on advertising are included in this major work. Information includes the company address; phone, SIC business description, statistics, personnel, money spent on advertising and the advertising firms contracted by the company. There are two arrangements of the companies, by business type and by geographic location.

1-030. *Bacon's Magazine Directory: Directory of Magazines and Newsletters.* Chicago, IL: Bacon's Information Inc. Annual. One volume.

The Directory covers over 15,000 business, trade, professional and consumer publications in North America and the Caribbean. Information includes the address phone, fax, email and web addresses. Also included are circulation statistics, publishing frequency, advertising and subscription rates and key personnel.

1-031. *Bacon's Newspaper Directory: Directory of Daily and Weekly Newspapers, News Services and Syndicates.* Chicago, IL: Bacon's Information Inc. Annual. One volume.

There are over 15,000 newspapers, college newspapers, news services and syndicates. Areas covered are the U.S. and Canada and selected publications in

Mexico and the Caribbean. Information includes contact information, circulation, frequency of publication, language, key personnel and subscription and advertising rates.

1-032. *Cabell's Directory of Publishing Opportunities in Economics and Finance.* Beaumont, TX: Cabell Publishing Company. Annual. Two volume set.

Cabell produces a series of books related to publishing opportunities in the area of business. The series includes works on accounting, marketing, management as well as economics and finance. In this set, *Economics and Finance*, over 350 journals are listed with contact information, web site, publishing style requirements, circulation statistics and any fees required for review and / or publication. The index gives the type of review process and acceptance rate.

1-033. *Chambers USA: America's Leading Lawyers for Business, 2004: the Client's Guide.* London: Chambers and Partners. Annual. One volume.

Lists top legal firms that specialize in business. Information includes the law firms and their attorneys. Attorney information includes contact information, specialization, professional memberships and career description. Commentary is given on the top law firms with a description of the strengths of the firm and major clients. There is an index to the law firms and individual lawyers.

1-034. *Corporate Affiliations.* New Providence, NJ: Lexis Nexis. Annual Multivolume set.

Corporate Affiliations contains information about firms in the U.S. that have headquarters located in the U.S. and overseas. Information includes contact information, financials, key personnel, and subsidiaries. Criteria for inclusion includes the fact that the U.S. company must have revenues over \$10 million or a work force over 300 or on a major stock exchange.

1-035. CorpTech. *Directory of Technology Companies.* Concord, MA: CorpTech Information Services. Annual. Four volumes.

Over 50,000 U.S. companies that manufacture or develop high technology products are included in this directory. The first volume includes name, product and geographic indexes. Company profiles, with contact, company and product information, are located alphabetically in volumes two through four.

1-036. *Directory of American Firms Operating in Foreign Countries.* New York: Uniworld Business Publications. Annual. Multivolume set.

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American firms that have branches, subsidiaries or affiliates abroad are listed. The first volume lists the firms included in the directory. Subsequent volumes list by country where the U.S. companies that are conducting business and contact information.

1-037. *FaxUSA*. Detroit, MI: Omnigraphics. Annual. One volume.

This is more than the name of the company and the fax number. This source gives phone numbers, addresses and web sites for businesses, government agencies, educational institutions, media and organizations.

1-038. *Gale Directory of Publications and Broadcast Media*. Detroit, MI: Thomson-Gale. Annual. Multivolume set.

The *Gale Directory* (originally called Ayers) identifies U.S. and international newspapers, journals, magazines as well as radio, TV and cable. Information included is the address, ad rates, circulation statistics, and key personnel.

1-039. *Literary Marketplace*. Medford, NJ: Information Today. Annual. One volume.

This is a directory of American and Canadian book publishers and literary agents. Entries include name, address, telecommunications information, personnel, brief statistics and description of the organization.

1-040. *Million Dollar Directory*. Parsippany, NY: Dun & Bradstreet. Annual. Multivolume set.

This is the primary resource for publicly and privately owned U.S. companies. Information includes address, phone number, sales volumes, size of company, SIC code, officers, date of establishment and indication of private or public ownership. First three volumes have the companies arranged alphabetically. Volumes 4 and 5 have geographic and SIC code arrangements of companies.

1-041. *National Directory of Nonprofit Organizations*. Detroit: Taft, 1990-present. Two volumes.

This standard directory has contact, address and income information for 250,000 nonprofit organizations based on IRS returns. Besides an alphabetical listing of organizations there are two indexes, one a geographical and the other an activity index.

1-042. *SRDS Series*. Des Plaines, IL: SRDS. Multivolume sets.

The *SRDS Series* includes volumes on *Direct Marketing, Business Publications, TV & Cable, Radio, Newspapers and Consumer Magazines*. Each set in this series gives addresses, phone numbers, area or type of clientele served. The sets, *Business Publications, Newspapers and Consumer Magazines*, also give advertising rates.

1-043. Try Us: National Minority and Women Owned Business Directory. Minneapolis, MN: National Minority Businesses Directories. Annual. One volume.

Companies that are at least 51% owned by women or minority group and the ownership has U.S. citizenship are included in this directory. Firms are listed by state in alphabetic sequence. Indexes include keyword and company names. Each firm has their address, telecommunications information, brief description, sales and notation regarding ownership by specific minority group or women.

HANDBOOKS

1-044. Agress, Lynne. *Working with Words in Business and Legal Writing*. Cambridge, MA: Perseus Publishing, 2002. 123p.

This is an excellent book to use for reviewing pitfalls in business communication. Concepts are presented in an easy to read and understand manner. This work would be a good addition to not only a personal library but also to public and academic libraries. Not indexed.

1-045. Bailey, Edward P. *Plain English at Work: A Guide to Writing and Speaking*. New York, Oxford: Oxford University Press. 1996. 286p.

Here is a book that has good examples of writing in clear terms so that one's point is easily understood. The book is divided into two parts: writing and speaking. There is a helpful section on using aids, such as computer aids, charts, etc. for emphasis in oral presentations. Also a good section is included on active versus passive voice.

1-046. Barrass, Robert. *Writing at Work: A Guide to Better Writing in Administration, Business and Management*. New York: Routledge, 2002. 201p.

This work treats the subject of writing in an expanded context. It gives guidance to all forms of business report and to different types of presentations. This is not a book to sit down and read through, but to use in various situations. The review of grammar, tone of writing, pitfalls in writing are all very well presented. This

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is a book that should be included not only in libraries, but also in personal libraries. This book is well written and well developed. Indexed.

1-047. Bell, Arthur H. *NTC's Business Writer's Handbook: Business Communication from A to Z*. Lincolnwood, IL: NTC Publishing Group, 1996. 747p.

For business professionals and students, this compendium seeks to answer communication questions. The 800 terms, concepts, examples and hints are organized alphabetically. A category guide lists the topics in eight categories. Numerous examples pepper the explanations of grammar, usage, delivery skills and visual aids. Covers email but not the Internet. There are guidelines for government proposals, and table of contents for annual reports, and numerous sample documents (e.g. short report, formal report, resume, letters, sales proposal, procedures, progress report, and memos). There is no separate index.

1-048. Benjamin, Susan. *Words at Work: Business Writing in Half the Time with Twice the Power*. Reading, MA: Addison-Wesley, 1997. 242p.

This book addresses the need for brief but powerful writing style. Given the short attention span of today's consumer, the author demonstrates how to construct sentences and brief paragraphs to make one's communications most effective. This is a good resource for brushing up one's writing skills.

1-049. Berryman-Fink, Cynthia and Charles B. Fink. *The Manager's Desk Reference*. 2nd ed. New York: AMACOM, 1996. 370p.

Designed for managers, 45 topics are discussed based on the authors' experiences. Articles vary in length and contain some tips and guidelines on business writing, interviewing, listening, meetings and presentations. The bibliographies at the end of each article suggest other sources of information. There is a detailed index.

1-050. Brothers, Theresa and Holly Gallo, eds. *Corporate Strategies for Effective Communications*. New York: Conference Board, 1992. 44p.

This is a collection of essays from Conference Board workshop on corporate communications in U.S. and International business. Gives practical examples of communication skills that executives need in order to help a company progress through successful negotiations in the global arena.

1-051. Brusaw, Charles T., Gerald J. Alred and Walter E. Oliu. *The Business Writer's Companion*. New York: St. Martin's Press, 1996. 420p.

This is a supplement to the *Handbook of Technical Writing*, with nine chapters that are self-contained guides. Each is arranged alphabetically and covers a variety of business communication topics, from business writing and oral communication (presentations, listening) to grammar and usage. There are sample documents (memo, abstract, letter, resume, executive summary, transmittal letter, and several reports). A revision checklist is provided. Written before the explosion of the World Wide Web, some sections are out of date. Indexed.

1-052. Brusaw, Charles T., Gerald J. Alred and Walter E. Oliu. *The Business Writer's Handbook*. 5th ed. New York: St. Martin's Press, 1997. 691p.

Arranged alphabetically, this comprehensive, practical reference guide shares a format and some topics with the *Handbook of Technical Writing*. Emphasizing written communications, there are samples of memos, minutes, an executive summary, letters, resume and a proposal. There is a topical key to the alphabetical entries and a checklist of the writing process. There are guidelines for creating a mission statement. The 5th edition reflects changing technologies, hypertext, fax, email and the Internet. There is a detailed index.

1-053. Brusaw, Charles T., Gerald J. Alred and Walter E. Oliu. *Handbook of Technical Writing*. 5th ed. New York: St. Martin's Press, 1997. 687p.

This comprehensive reference guide is directed at students and professionals. Organized alphabetically, there is a topical key to the entries and an index. Entries cover parts of speech, punctuation, formats, organization and the various types of writing. There is a checklist of the writing process. Sample documents include: abstract, letters, memos, executive summary, proposal, the cover letter, and various forms of reports (e.g. feasibility and investigative).

1-054. Burns, Robert. *Doing Business in Asia: A Cultural Perspective*. Melbourne: Longmans, 1998. 308p.

This book gives brief descriptions of each Asian country. It then discusses the art of conducting business in these countries in terms of communication, management styles, society and cultural context of business. Exercises with answers are given in each section. There is an appendix that discusses principles in communicating using an interpreter. This is a very useful and helpful book for students and those conducting global concerns.

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1-055. Caropreso, Frank, ed. *Communications Strategies for Changing Times*. New York: Conference Board, 1991. 46p.

This is a collection of essays from the Conference Board workshops on corporate communications. Each writer reviewed their company, analyzed the communications problems and presented successful solutions.

1-056. Clark, James L. and Lyn R. Clark. *Cyberstyle! The Writer's Complete Desk Reference*. Cincinnati, OH: South-Western College Publishing, 2001. 566p.

A well-indexed work that provides the office worker with a reference book of writing hints. The title of the work, *Cyberstyle*, would indicate an emphasis on writing in the Internet environment. However, the majority of the work is focused on grammar and writing protocols.

1-057. Clark, James L. and Lyn R. Clark. *How 8: A Handbook for Office Workers*. 8th ed. Cincinnati, OH: South-Western College Publishing, 1998. 517p.

For office professionals and business writers, this handbook seeks to serve as a reference tool for writers. It covers the principles of grammar, punctuation, capitalization etc., the content and format of documents, and various procedures. Contains many examples, a sample resume and a glossary. New to this edition is a discussion of email and the World Wide Web. There is a topical index.

1-058. Clark, James L. and Lyn R. Clark. *How 10: A Handbook for Office Professionals*. 10th ed. Cincinnati, OH: South-Western College Publishing, 2003. 576p.

Book currently not available for review but is a new edition of the HOW series for office workers.

1-059. Clark, Thomas D. *Power Communication: Plan, Organize, Write, Edit, Revise*. Cincinnati, OH: South-Western Publishing Company, 1994. 339p.

This book has a unique way of analyzing business communication. Professor Clark succinctly breaks down a project, such as a presentation, into manageable segments. In the "Speak with Power" section he covers points from the preparation to the actual delivery of a speech. Highly recommended for all collections.

1-060. Cleland, Jane K. *Business Writing for Results*. New York: McGraw-Hill, 2003. 212p.

A self paced book, *Business Writing for Results* gives concepts for better writing and then exercised to test these concepts. This handbook gives guidance in all phases of business communication. There are suggestions on ordering one's thoughts, the actual writing and the revision phase of writing process. Writing in the electronic environment is also detailed in this work. Indexed.

1-061. *CultureGrams*. World Edition. Lindon, UT: Axiom Press and Brigham Young University. Annual two volume set.

This is an easy to use resource that gives brief information on each country. Included in the description of the country are summaries of demographics, history, customs, lifestyle customs and holidays. This resource is updated yearly, making such summaries as those on customs and lifestyles a needed resource for businesses that work in the international environment.

1-062. Cunningham, Helen and Brenda Greene. *The Business Style Handbook: An A-Z Guide for Writing on the Job with Tips from Communications Experts of the Fortune 500*. Chicago, IL: McGraw-Hill, 2002. 284p.

This handbook was a result of a survey on business communication was conducted of the top U.S. corporations. The book is divided into three areas. The first section gives good ideas on improving communication in the office. The second section is an A-Z listing of commonplace misspellings, misinterpretations and questions on punctuation and special characters. The third part gives web sites and print resources that would be of great help to the business writer. Index. Recommended for all collections.

1-063. Cushmon, Donald P. and Sarah Sanderson King. *Excellence in Communicating Organizational Strategy*. Albany, NY: State University of New York Press. 2001. 261p.

This is a collection of essays on effectively communicating within an organization and externally with the customers and stakeholders. There are several sections on international organizations and communication strategies. One example is a chapter on management and communication styles in Korea. Recommended for all collections.

1-064. DeSanctis, Geraldine and Janet Fulk, eds. *Shaping Organization Form: Communication, Connection, and Community*. Thousand Oaks, CA.: Sage, c1999. 523p.

This book was an expansion of the ideas from a special issue of *Organization Science* on the role of electronic communication on organizational change. There is a review of the literature followed by a group of essays. These essays

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describe the change from a hierarchical organization to one of more openness. This shifting to a more open organization is the result of electronic, networked communication. Includes bibliographical references and index.

1-065. DeVries, Mary A. *The Business Writer's Book of Lists*. New York: Berkley Books, 1998. 333p.

Intended as a companion to other business writing handbooks, this hands-on tool for writers provides hundreds of examples. A useful guide for writers, this guide includes tips, hints, do's and don'ts (e.g. email), checklists (e.g. reviewing first draft), and other suggestions. For creating messages, choosing words, and business English. Sections 4 and 5 cover basic information (e.g. currencies, math signs) and other resources (e.g. embassies, databases). There is an index.

1-066. DeVries, Mary A. *Complete Secretary's Handbook*. 7th ed. Englewood Cliffs, NJ: Prentice Hall, 1993. 707p.

For office personnel, the handbook contains a blend of basic and advanced practices and procedures. This edition covers email, voicemail and cd-rom technologies. Besides extensive coverage of punctuation and grammar, there is a chapter devoted to business correspondence and a chapter on model letters and memos. There is a glossary and index.

1-067. Diamond, Harriet, Marsha Fahey and Linda Toglia. *Executive Writing: A Style Manual for the Business World*. Upper Saddle River, NJ: Prentice Hall, 1997. 161p.

This unique book targets business students and business professionals who have used English as their second language. The book is written in a self-study style. That is, the principles are explained and then there are writing exercises to enforce the concepts.

1-068. Eales – White, Rupert. *Ask the Right Question! How to Get What You Want Every Time and in Any Situation*. New York: McGraw-Hill, 1998. 186p.

This book develops the business communication concept of effective questioning in order to achieve positive results. These results include examples on communicating effectively at meetings and through employee communications.

1-069. Elashmawi, Farid. *Multicultural Management 2000: Essential Cultural Insights for Global Business Success*. Houston, TX: Gulf Pub., c1998. 307p.

Multicultural Management 2000 compares for the most part American, Japanese and Arab communication differences and similarities. There are tables and examples that analyze specific incidents in light of these three groups. There is also a chapter that deals with communication with the Chinese and Indonesians. There are two appendices that are not fully developed. One appendix on Hispanic culture is added in consideration of the NAFTA agreements. The other appendix on Russian-American space agreements is a brief look at international communication, but of little substance for this book.

1-070. Glanz, Barbara A. *The Creative Communicator: 399 Tools to Communicate Commitment without Boring People to Death!* Homewood, IL: Business One – Irwin, 1993. 228p.

This work gives analysis on communication, especially with the customer. Filled with good examples for each point. In the appendix, there are examples of mission statements.

1-071. Gundling, Ernest. *Working GlobeSmart: 12 People Skills for Doing Business across Borders.* Palo Alto, CA: Davies-Black Publishing, 2003. 385p.

Gundling's book takes situations in the international business environment and analyzes what works. This book is not a listing of do's and don'ts but still a practical handbook for learning about working and communicating in an international environment. Index and bibliography are included.

1-072. Guth, Hans P. *New Concise Handbook.* 2nd ed. Belmont, CA: Wadsworth Publishing Company, 1991. 524p.

This compact guide to written composition is focused on the needs of students and the classroom. With worksheets and exercises, elements of composition and grammar are presented with examples, techniques and practical usage. Covers the essentials of writing well but the section on library research is out of date. There is a glossary of usage and samples of a research paper and letter of application. There are numerous examples and a helpful index.

1-073. Kostner, Jaclyn. *Bionic Eteamwork: How to Build Collaborative Virtual Teams at Hyperspeed.* Chicago, IL: Dearborn Trade Publishing, 2001. 198p.

The establishment of teams in the electronic environment is discussed. Practical ideas for successful e-teams and meetings are given. Numerous examples of e-teams at work are given. The concepts in this book are well developed. The author offers many easy to follow steps to make collaborative e-teamwork a success. Indexed.

1-074. Leggett, Glenn, C. David Mead, and Melinda G. Kramer. *Prentice Hall Handbook for Writers*. 11th ed. Englewood Cliffs, NJ: Prentice Hall, 1991. 648p.

Designed for students and writers, this handbook uses a color-keyed format to identify basic rules (blue), acceptable usage (green), examples (black), and exercises (red). The arrangement is similar to previous editions but includes a new research paper sample, new exercises and a new section on writing about literature. There is a glossary in the appendix and a useful index. There is a sample of a literary essay, a checklist for revising, and formats for both letters and a resume.

1-075. Luey, Beth. *Handbook for Academic Authors*. 3rd ed. Cambridge, UK: Cambridge University Press, 1995. 312p.

This handbook helps academic authors understand what publishers want, thereby improving their chances for publication. Using a conversational style, clear commonsense guidance is offered. The third edition includes a new chapter on writing nonfiction for general audiences while the appendix covers sources of grants. There is a sample permission letter.

1-076. McGinty, Sarah Myers. *Power Talk: Using Language to Build Authority and Influence*. New York: Warner Book, 2001. 211p.

Power Talk gives situations for communicating positively. The section on electronic communication is very helpful. Hints are given for successful electronic communication. One example was concerning answering a voice mail, leave not only a brief message but also your email address. Many other suggestions made this a very practical addition to one's collection.

1-077. Mount, Ellis and Beatrice Kovacs. *Using Science and Technology Information Sources*. Phoenix, AZ: Oryx Press, 1991. 189p.

Designed to serve as a textbook for library science students, this work explains the type of material found in science and technology literature. It explains the function of handbooks and technical reports in scientific literature with examples. It can clarify the nature of primary and secondary sources for those researching and writing in the technical fields.

1-078. Munger, Susan H. *The International Business Communications Desk Reference*. New York: AMACOM, 1993. 252p.

This handbook gives practical information on sending and receiving international communications. Geographic information is provided on 70 countries with comprehensive lists, charts and tables to illustrate how to handle communications. Part five covers letter writing. Written before the advent of the Internet, fax and telex procedures are included but not email. There is a glossary of terms and an index.

1-079. Parker, Philip M. *Ethnic Cultures of the World: A Statistical Reference*. Westport, CT: Greenwood Press, 1997. 408p.

This work is a part of the series, *Cross-cultural Statistical Encyclopedia of the World*. This particular volume gives quantitative information concerning economic and business issues by ethnic groups. While this series could be purchased individually, it would be most advantageous to have the entire encyclopedia to develop an overall understanding of the effect that ethnicity, linguistic, and religious makeup of a region has on business interactions.

1-080. Parker, Philip M. *Linguistic Cultures of the World: A Statistical Reference*. Westport, CT: Greenwood Press, 1997. 435p.

This work is a part of the series, *Cross-cultural Statistical Encyclopedia of the World*. This particular volume gives quantitative information concerning economic and business issues by linguistic groups. This is a comprehensive coverage that compares language to economic and business variables.

1-081. Parker, Philip M. *National Cultures of the World: A Statistical Reference*. Westport, CT: Greenwood Press, 1997. 249p.

This work offers quantitative data that can be used in understanding international economic and business policies. This book presents a huge demographic breakdown by country and its relationship to business and economic variables.

1-082. Parker, Philip M. *Religious Cultures of the World: A Statistical Reference*. Westport, CT: Greenwood Press, 1997. 144p.

This work is a part of the series, *Cross-cultural Statistical Encyclopedia of the World*, and like its counterparts offers general statistics on religious groups and their relationship to business and economic resources. This is not a statistical coverage of religion as it relates to specific countries.

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1-083. Sparks, Suzanne D. *The Manager's Guide to Business Writing*. New York: McGraw-Hill, 1999. 187p.

The reader is the emphasis of this work. Writing for the level of need is important for successful business writing. This work first discusses the audience of the intended letter, report, etc. Then concepts of grammar, choice of words, sentence structure are covered. The book also has sidebars with helpful suggestions in developing a report. This is an easy to use book that would be recommended for a personal collection as well as a library collection. Indexed.

1-084. *Statistical Abstract of the United States*. Washington, D.C.: United States Government Printing Office. Annual.

Snapshots of data from many U.S. government and private agencies are provided. These statistics cover all aspects of social, economic and demographic data. The Statistical Abstract is also available on the Internet through the Census Bureau at <http://www.census.gov>.

1-085. Whalen, Doris H. and Brian G. Wilson. *The Harcourt Brace Office Handbook*. 6th ed. Fort Worth, TX: The Dryden Press, 1996. 435p.

An invaluable reference for students, office workers and business writers, the handbook combines office procedures with elements of written communication and specific forms of business writing. Chapters 11-14 present the fundamentals of cover letters, resumes and reports with samples of a resume, sales letter and report pages. There are numerous examples, a glossary and useful guidance (e.g. spelling, forms of address) in the appendix. A detailed index facilitates use of the handbook.

1-086. *World Factbook*. Washington, D.C.: United States Government Printing Office. Annual.

The Central Intelligence Agency organizes a yearly publication of social, demographic and economic snapshots of the countries of the world. This resource gives brief statistics on the economy, the communications systems, the government as well as a brief summary of the current issues involving the specific country. Also available online at <http://www.cia.gov/cia/publications/factbook/index.htm>.

QUOTATIONS

1-087. Bell, Janet Cheatham. *The Soul of Success: Inspiring Quotations for Entrepreneurs*. New York: John Wiley & Sons, Inc. 1997. 193p.

Quotations are from diverse backgrounds and ethnicities. Quotes span times from the Roman era to the present. The sayings are thought provoking and positive. Brief biographies of authors of the quotes are given at the end of the book. There is not bibliographic information to which a quote is attributed.

1-088. Bollen, Peter. *Great Labor Quotations: Sourcebook and Reader*. Los Angeles, CA: Red Eye Press, Inc., 2000. 306p.

This is an excellent resource for quotations regarding labor. Quotations are well documented with a source of references at the end. The author includes a section that explains the theme of each section. Besides quotes, the author has included short biographies of important people in the American Labor movement. Photos and drawings of key labor events are also a part of this highly recommended work.

1-089. Boone, Louis E. *Quotable Business*. 2nd ed. New York: Random House, 1999. 344p.

This book gives quotes that are relevant to business, especially for those involved in management. The quotes may be either humorous or serious in nature. Indexed.

1-090. Crainer, Stuart. *The Ultimate Book of Business Quotations*. New York: AMACOM, 1998. 358p.

This is an interesting collection of sayings. Like most quotation books, the author of the quote is given, but the source of the quote is not included. Indexed.

1-091. Ehrlich, Henry, editor. *The Wiley Book of Business Quotations*. New York: John Wiley & Sons, Inc., 1998. 430p.

The book contains a good variety of quotes for business. The table of contents reflects forty-four major sections and then minor subdivisions. The quotes are given in brief context of the situations from which they are taken. Indexes include names and organizations. This would be a good reference tool for professionals, students, and speechwriters.

1-092. Fenster, Julie M. *In the Words of Great Business Leaders*. New York: John Wiley & Sons, Inc., 2000. 392p.

There are quotes from nineteen leaders in business. Brief biographies and photos of these leaders enhance this book. The sources of the quotes are identified by endnotes. The book is arranged in such a way as to give the reader the sense of the business philosophy of these leaders.

1-093. Fields, Ronald. *Never Give a Sucker an Even Break: W.C. Fields on Business*. Paramus, NJ: Prentice Hall Press, 2000. 170p.

W.C. Field's comic routines are applied to the workplace problems managers face every day. Issues such as leadership, crisis management and teams are addressed in this compendium of quotes useful for both speeches and finding humor in daily activities.

1-094. Hitt, William D., ed. *Thoughts on Leadership: A Treasury of Quotations*. Columbus, OH: Battelle Press, 1992. 294p.

Arranged by the concept of a ladder of leadership principles, this is a unique quotation book. The five main steps are reasoning, coping, knowing, believing and being. Quotations are under each of these concepts. There is a good subject index to provide a more conventional access to the quotes. Each quote has a bibliographic reference. This unique book would be an excellent addition to one's collection.

1-095. James, Simon and Robert Parker, comp. *A Dictionary of Business Quotations*. New York: Simon & Schuster, 1990. 172p.

Presents business quotations on over 200 topics from economics to investments, statistics and other categories. Based on the authors' research, the quotations cover what businessmen have said about themselves and their activities and what others have set about them. Entries include author and source citation. The key word index crosses topical categories. Indexed.

1-096. Kabodian, Armen J. *The Customer is Always Right! Thought Provoking Insights on the Importance of Customer Satisfaction from Today's Business Leaders*. New York: McGraw-Hill, 1996. 153p.

A group of maxims from executives in primarily service-oriented businesses is the strength of this volume. These sayings are meant to give a brief perspective of service from the point of view of the executive. The book is arranged by the name of the company. The table of contents serves adequately as a listing of executives that have been quoted. Not indexed.

1-097. Kaminsky, Howard and Alexandra Penney. *Magic Words @ Work: Powerful Phrases to Help You Conquer the Working World*. New York: Broadway Books, 2004. 203p.

The premise of this book is a selection of phrases that are often associated with successful managers. Each phrase has a small vignette with it to demonstrate the why that particular phrase would be considered to be a powerful tool in

management. The book is divided into phrases for the individual, the colleague, the subordinate and the manager. While this book is not a typical quotation book, the stories are motivational in nature. Not indexed.

1-098. Lowe, Janet, ed. *Warren Buffett speaks: Wit and Wisdom from the World's Greatest Investor*. New York: John Wiley & Sons, Inc., 1997. 194p.

Warren Buffett has proven to be one of America's premier investors. This book gives quotations and in-depth observations on investing and also on running businesses, family relationships and life. This is a fascinating glimpse at one person's road to financial success.

1-099. Maggio, Rosalie. *An Impulse to Soar*. Paramus, NJ: Prentice-Hall Press, 1998. 229p.

Inspiring quotes from women who have demonstrated leadership in the workplace. This would have been a superior book if bibliographic sources and dates of the quotes were given. There are few books on this topic, making this is a good addition to a library's quotation reference collections.

1-100. Maggio, Rosalie, compiler. *Money Talks*. Paramus, NJ: Prentice-Hall Press, 1998. 215p.

Clever quotes on the subject of investing and the use of money. Examples would be using money in retirement, credit, statistics, etc. While gurus in the field are quoted, e.g. Warren Buffet, Peter Lynch, etc., no source or date is given. Would be helpful for informal talks.

1-101. Senn-Delaney Leadership Consulting Group. *Leaders on Leading: Insights from the Field*. Los Angeles, CA: Leadership Press, 1999. 198p.

Quotations are taken from successful leaders in all disciplines. There is an author index, but not subject index. The table of contents has broad categories, such as Taking Action and Making Decisions. The editors have gathered these quotes from seminars that they have given on leadership. Because it targets a specific area, successful leadership, it would a good addition to a management collection.

1-102. Shilling, Lilless M. and Linda K. Fuller, comp. *Dictionary of Quotations in Communications*. Westport, CT: Greenwood Press, 1997. 315p.

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More than 3000 quotations from 2000 sources are arranged by topic. Communications is defined broadly here and includes editing, writing, speaking, letters, thinking, listening, etc. Entries provide quotation, person and source. There is a list of subject headings, index of sources and topical index.

1-103. Simmons, Sylvia. *How to be the Life of the Podium: Openers, Closers and Everything in Between to Keep Them Listening*. New York: AMACOM, 1991. 318p.

The author has collected and tested a series of openings, closings, jokes and philosophical comments. The collection is designed as a guide to improving a speaker's ability to communicate effectively. Indexed.

1-104. Smith, George David and Frederick Dalzell. *Wisdom from the Robber Barons*. Cambridge, MA: Perseus Publishing, 2000. 137p.

This is an interesting mix of business histories and sayings. The book gives students and business professionals quotes that will encourage them to read more on the lives of pioneers in American business. It would be more useful if the quotes were documented. Indexed.

1-105. Thomsett, Michael C. *A Treasury of Business Quotations*. Jefferson, NC: McFarland and Company, 1990. 218p.

This collection of quotes is selected from historical and modern authors. Quotes are easily found either by the general subject arrangement, the author index or the keyword index. Citations for the origin of the quote are given after each quote. Indexed.

1-106. Vitullo-Martin, Julia and J. Robert Moskin. *The Executive's Book of Quotations*. New York: Oxford University Press, 1994. 379p.

This book, unlike so many quotation books, gives sources of the quotations. In some instances, information about the quote is given. Includes indexes of names and cross-topics. A well edited book that would a valuable addition to one's collection.

Chapter 2

RESEARCH RESOURCES

A thorough subject search involves locating both books and journal articles. The bibliographies in the previous chapter will not lead to new developments in business and technical communications. These can only be discovered through a search of periodical indexes, bibliographic databases, newly published books, and recent issues of journals and newsletters in the field. This chapter identifies five resources for the information search: indexes and abstracts, electronic databases, journals and newsletters, the library subject headings, and online websites necessary to access collections in academic and public libraries.

Most libraries subscribe to journals, indexes, and electronic databases. In printed indexes, journal articles and other reports are classified, usually by subject. Some indexes can be searched also by author, title and numerical codes, such as SIC or NAICS. The indexes listed in this chapter retrieve references to those journal articles which offer guidelines, promote preferred techniques and provide sample documents.

In the last few years several indexes and abstracts have been released in compact disc (CD-ROM) format and most are primarily available online via the World Wide Web. *CD-ROM* databases offer search capabilities similar to online bibliographic databases, with a greater ability to control costs. However, the web-based databases have become a norm because of the ability of real-time update. Two primary advantages to researching a topic with an online or CD database are: (1) the ability to combine the separate concepts in a unique fashion and, (2) the speed at which it can be done. While all printed indexes retrieve citations to magazine articles and journal papers, most online databases contain the complete text of written reports, numerical tables or proprietary research.

This chapter contains the addresses and telephone numbers of the major printed indexes, database vendors, and bibliographic and directory databases. The bibliographic databases provide access to journals, newspapers, government

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publications, dissertations and related studies. While a large number of journals and newspapers are published each year, only the most relevant titles are listed here. For each journal and newsletter the telephone number, publisher, dates, and content are included.

Libraries usually organize their collections by subject. Universities employ the Library of Congress Classification System and public libraries, the Dewey Decimal System. Access to a library's collections is obtained by using its catalog, whether printed cards, microform format or online public access catalog. All systems use subject headings (albeit different ones) to identify relevant books. The subject headings best used for business and technical communications books are listed here: *Sears List of Subject Headings* for public libraries and *Library of Congress Subject Headings* for academic and corporate libraries.

All contact information was verified and was accurate as of August, 2004.

ABSTRACTS AND INDEXES

Due to advancement in technologies, many paper indexes and abstracts have moved to web-based format with full text. Therefore, the number of print abstracts and indexes have decreased.

2-001. *500 Notable Women*. Raleigh, NC: American Biographical Institute, Inc., Governing Board of Editors. Annual. 1998-present. (919-781-8710; fax: 919-781-8712).

Profiles on famous women, includes businesswomen, of the century. Also women in science and technology fields.

2-002-E. *Applied Science & Technology Index*. New York: H. W. Wilson Co., 1958- present. (800-367-6770 or 718-588-8400 -- outside U.S. and Canada).

<http://www.hwwilson.com/custcontact.html>.

This is a monthly (except July) publication, with quarterly accumulations. Published from 1913-1957 under the title: *Industrial Arts Index*, the index focuses on journals in engineering, technology, and the applied sciences. The index contains articles from technical writing journals. Both print and electronic formats are available. The online also includes full text articles.

2-003-E. *British Education Index*. Compiled by the Librarians of Institutes of Education. London: The Library Association. 1954-

present. (4 (0)20-7255-0590; fax: +44 (0)20-7255-0591;
email: info@facetpublishing.co.uk). <http://www.bids.ac.uk/>.

This source selectively examines over three hundred British periodicals by subject. The articles in education periodicals consider communication skills and their application in the workplace. Online service is provided by BIDS: Bath Information and Data Services (UK).

2-004-E. *Business Periodical Index*. New York: H. W. Wilson Co., 1958-present. (800-367-6770 or 718-588-8400 -- outside U.S. and Canada). <http://www.hwwilson.com/custcontact.html>.

One of best known index for overall coverage of business periodicals, it provides subject access to all topic areas. Published from 1913-1957 under the title: *Industrial Arts Index*. Cumulative subject index to English-language periodicals in the fields of accounting, advertising and public relations, automation, banking, communications, economics, finance and investments, insurance, labor, management and specific businesses and trades. Indexes the *Wall Street Journal* and the business section of the *New York Times*.

2-005-E. *Canadian Business and Current Affairs Education (CBCA)*. Toronto: Micromedia Limited. 1993-present. (416-369-2594). <http://www.micromedia.on.ca/>.

Covers journal articles from Canadian education journals including daily news sources. Includes federal and provincial government research reports, monographs from educational research communities, provincial curriculum guides, and graduate dissertations in education.. In 1993, *Canadian News Index* (Annual cumulation); *Canadian News Index* and: *Canadian Magazine Index* (Toronto, Ont.) and *Canadian Business Index* (1975-1993) merged to form CBCA.

Electronic version is provided by Micromedia ProQuest under the name of *Canadian Business & Current Affairs (CBCA)*. It indexes over 1,220 Canadian titles since 1982 and currently indexes over 860 titles. CBCA has full text for more than 330 titles, most since 1993. About 40% of the titles include full text. On average, over 24,000 index citations are added to the CBCA full database every month. On average, over 6,500 full text articles are added to the CBCA database monthly. This is the largest and most comprehensive business and education source.

2-006-E. *CIS/Index to Publications of the United States Congress*. Washington, DC: Congressional Information Service. 1970-present. (301-654-1550; email: cisinfo@lexis-nexis.com). <http://www.cispubs.com>.

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Congressional hearings, meetings, reports and studies can be accessed by subject, title, and item number (bill, report, document, hearing, and print numbers). The companion volume contains abstracts of each publication cited. It is useful for locating government studies and identifying experts.

2-007-E. *Communication Abstracts.* Beverly Hills, CA: Sage Publications. 1977-present. Electronic version also available with full-text article via **Cambridge Scientific Abstracts.** (800-818-7243). <http://www.sage.com>.

This is a comprehensive index, with abstracts, to journal articles, reports, and books in broadcasting, speech, advertising, public relations, journalism, radio and television, etc.. Areas covered are communication theory, general communication, interpersonal communication, mass communication, small groups and organizational communications. It provides world-wide coverage from 1977 forward.

2-008-E. *Corporate Register.* London: H S Financial Publishing Ltd. Quarterly, 1989-present. (44-20-7278-7769; fax: 44-20-7278-9808). <http://www.hsfinancial.com/>.

Contains contact details and biographies for directors, officers and advisers of all U.K. stock market companies.

2-009. *Cross-Cultural Database.* New York: Ovid. (800-950-2035 or 646-674-6300). 1800-2000. Also available via the World Wide Web. <http://www.ovid.com>.

This 5-volume series provides full-text research articles in education; behavioral sciences; philosophy & religion from the 19th and 20th centuries.

2-010-E. *Current Biography.* New York: H. W. Wilson Co., 11 times a year. 1940-present. (800-367-6770 or 718-588-8400 (outside U.S. and Canada); fax: 800-590-1617; email: custserv@hwwilson.com).
<http://www.hwwilson.com/custcontact.html>.

Contains accurate, up-to-date biographies of the men and women who make today's headlines and tomorrow's history. Draws information from newspaper and magazine articles, books, and occasionally personal interviews or questionnaires completed by the subjects.

2-011-E. *Current Contents*. New York: Ovid, U.S.A. (800-950-2035 or 646-674-6300). 1994-present. Also available online. <http://www.ovid.com>.

Includes more than 6 millions records with table-of-contents browsing, with links to bibliographic records with Abstracts. Seven multidisciplinary editions and several focused collections, each enabling users to conduct cross-disciplinary searches to locate up-to-date relevant data and information.

2-012-E. *Current Index to Journals in Education*. Phoenix, AZ: Oryx Press, 1966-present. (602-265-2651; fax: 602-265-6250). <http://www.oryxpress.com>.

Annotated index to education literature, including elementary, secondary and higher education, as well as administrative issues and concerns. Over seven hundred education and education-related journals are abstracted. Part of the ERIC system (Educational Resources Information Center), it has a topical arrangement and uses a controlled vocabulary. Each reference to a journal article has a content abstract. Its companion series is *Resources in Education*. Both are available in online database. Among the subjects reported are business communication, technical writing, and communication.

2-013. *Current Technology Index (CTI)*. London : Library Association Pub.; Phoenix, AZ: Oryx Press. (602-254-6156) 1981-present. Superseded *British Technology Index*, 1963-1981.

Engineering, chemical technology, manufacturing, and the pure sciences are reviewed. Four hundred British technical journals are indexed by subject with an author index. Articles on technical writing are included.

2-014-E. *Education Index*. New York: H. W. Wilson Co., 1929-present. (800-367-6770 or 718-588-8400 -- outside U.S. and Canada). <http://www.hwwilson.com/custcontact.html>.

This is a cumulative author and subject index to a selected list of educational periodicals, books, and pamphlets. Pertinent business communication and technical writing journals are also cited. The material is available as an online database by H.W. Wilson and Cambridge Scientific Abstracts (<http://www.csa.com>).

2-015-E. *Engineering Index Monthly*. 1884-present. Hoboken, NJ: Elsevier Engineering Information, Incorporated. (201-216-8500; toll free: 800-221-1044). <http://www.ei.org>.

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This is an abstracting and indexing service covering sources of the world's engineering literature. Covers such areas as chemical engineering, computers and electrical engineering, civil engineering, metals and mining, industrial management, mechanical engineering. Citations to journal articles are organized by subject, with a separate listing of terms and an author index. It is available as an electronic database, *Compendex in EngineeringVillage2*.

<http://www.engineeringvillage2.org/>.

2-016-E. *Humanities Index*. New York : H. W. Wilson Co., 1974-present. (800-367-6770 or 718-588-8400 - outside U.S. and Canada), <http://www.hwwilson.com/custcontact.html>.

English language journals are surveyed in the fields of archaeology, area studies, folklore, history, language and literature, performing arts, philosophy, religion and theology. Articles on language and language studies are reported. This index, which is arranged by subject and author, is also available as an online database (Wilsonweb). It was part of *Social Sciences and Humanities Index* until 1974 and *The International Index* from 1905-1965.

2-017-E. *Inspec* . New York: Institution of Electrical and Electronic Engineers. 1989-present. (800-678-IEEE (4333)) <http://www.ieee.org/>.

Index of worldwide scientific and technical literature in physics, computer science, engineering, communications and information technology. Each record is a reference to a journal article, technical report, society publication, book, book chapter, conference proceedings, or individual conference paper. Abstracts only; no full text. Also available on CD-Rom and online.

2-018-E. *International Abstracts in Operations Research*. New York: Palgrave Macmillan. 1989-present. <http://www.palgrave-us.com>

It includes abstracts from over 180 of the world's leading journals. Some of these are abstracted in full, others are scanned regularly and abstracts selected, while others provide occasional abstracts. It covers areas such as operations research and management science.

2-019. *International Abstracts of Human Resources*, 2003-present. Formerly *Personnel Management Abstracts*. 1955-2003. Chelsea, MI: Personnel Management Abstracts. (313-475-1979).

Annual accumulating index published separately, 1955-1987. Management and organizational behavior articles in academic and trade journals are included. A broad subject arrangement is used. Content abstracts accompany each bibliographic citation.

2-020-E. *International Who's Who of Professional and Business Women.* Raleigh, NC: American Biographical Institute, Inc., Governing Board of Editors. Biennial. 1989-present. (919-781-8710; fax: 919-781-8712).

Covers the women whose accomplishments serve as a model for other women as well as future generations. Some includes interviews.

2-021-E. *Linguistics & Language Behavior Abstracts.* La Jolla, CA: Sociological Abstracts, Inc. 1973-present.

Citations, abstracts, and some full texts from journals, books, and dissertations published worldwide on interpersonal communication, verbal communication, etc.. Selected references to book reviews are also included. Covers education, linguistics, and language. Also available online.

2-022-E. *Magazine Index Plus.* Farmington Hills, MI: Gale. (800-877-4253 or 248-699-8061; fax: 248-699-4253). <http://www.gale.com>.

Comprehensive guide to more than 350 general-interest periodicals, such as popular culture, business communication. Covers over 4 years of data.

2-023-E. *M L A International Bibliography of Books and Articles on the Modern Languages and Literatures.* NY: Modern Language Association of America. 1922-present. <http://www.mla.org>.

Index of scholarly and critical works; lists journal articles, books, and dissertation abstracts. Also available online.

2-024-E. *Monthly Catalog of United States Government Publications.* Washington, D.C.: U.S. G.P.O., 1951-present. <http://www.gpoaccess.gov/cgpl/>.

This is a monthly index to all U.S. government publications. Publication of all departments, bureaus and agencies is indexed by author, subject, title, keyword, and number (series, report, contract and stock numbers). The standard bibliographic information is given along with the document's availability for sale. Includes annual indexes, 1951-1995. Also available online. New records are added daily.

2-025-E. *Newsmakers: the People Behind Today's Headlines.* Farmington Hills, MI: Gale Group. 3 times a year. 1990-present.

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(248-699-8061; fax; 248-699-4253). <http://www.gale.com>.

Contains biographical facts on about 50 prominent personalities in each issue, including businessmen and businesswomen.

2-026-E. *Newspaper Abstracts*. Ann Arbor, MI: ProQuest Information & Learning. 1989-present. (800-521-0600)

Available online - full content of major daily newspapers on all aspects of business communication and business management.

2-027-E. *PAIS International in Print (Annual)*. New York: O C L C Public Affairs Information Service, Inc. 1915-present. (800-288-PAIS; 212-736-6629). <http://www.pais.org>.

Publishes bibliographic indexes with abstracts to the public policy literature in journal articles, books, and government documents on business, economics, health and medicine, agriculture, environment, international relations, government, political science and other social sciences. Numerous management and organizational communications articles, particularly in an international context, can be located with this index. A subject arrangement is employed with annual cumulations and an author index. It is also available as an online database.

2-028-E. *Psychological Abstracts*. Washington, DC: American Psychological Association. 1929-present. (800-374-2721; 202-336-5540, 202-336-5600) <http://www.apa.org>.

Contains summaries (abstracts, bibliographic information, and indexing) of English-language journal articles, technical reports, book chapters, dissertations and books in the field of psychology. A controlled vocabulary is used. Each issue has a brief subject and author index, which are cumulated by volume. Articles from a number of communications and organizational behavior journals are cited. It is available online at *PsycInfo*, and full-text is available at *PsycARTICLES* both by Ovid Technologies.

2-029-E. *Resources in Education*. Lanham, MD: E R I C Processing and Reference Facility. 1966-present. (301-552-4200) <http://www.ericfacility.org>.

Part of the ERIC system; reports and other unpublished materials are indexed, each with a consecutive arranged number (ED or EJ) and abstract. Each issue of the index includes a subject index, using a controlled vocabulary, and an author index. This is an excellent source for communications, business communication, and technical writing materials. Libraries which subscribe receive the accompany reports on microfiche. It is also available as an online database.

2-030-E. *Science Citation Index.* Philadelphia, PA: Thomson ISI. 1961-present. (215-386-0100). <http://www.isinet.com>.

Indexes the world's science and technology literature. Provides cited reference searching and related records and is organized by key word, author. Author and cited reference volumes refer to the source volume which displays the journal citation. The subject volumes are very useful for searching buzz words. The index also appears as an online database *ISI Web of Knowledge* and in compact disc.

2-031-E. *Social Sciences Citation Index.* Philadelphia, PA: Thomson I S I. 1969-present. (215-386-0100). <http://www.isinet.com>.

Similar to *Science Citation Index*, this is a multidisciplinary indexing of research in all fields of social sciences. It contains areas such as business communications and organizational communications literature. The index also appears as an online database *ISI Web of Knowledge* and in compact disc.

2-032-E. *Social Sciences Index.* Bronx, NY: H.W. Wilson Co. 1974-present. (800-590-1617 or 718-588-8400). <http://www.hwwilson.com>.

Author and subject index to major periodicals in the fields of anthropology, community health and medicine, economics, geography, international relations, law, criminology and police science, political science, psychology and psychiatry, public administration, sociology, social work, and related subjects. Management and organizational communications literature is an important component. It was part of the *Social Sciences and Humanities Index* prior to 1974, and *the International Index* from 1905-1965. It is also available as an online database with full text which is updated 4 times a week; CD-ROM is provided by SilverPlatter Information, Incorporated.

2-033. *Who's Who in Economic Development.* Washington, DC: American Economic Development Council. Annual. (202-223-7800; fax: 847-696-2990). <http://www.aedc.org>.

Popular and famous people in the economic development field.

2-034-E. *Who's Who in European Business.* New Providence, NJ: Marquis Who's Who. Irregular. 1993-present. (800-621-966; fax: 9908-665-6688). <http://www.marquiswhoswho.com>.

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Includes biographies of the top 5,000 business leaders in both Eastern and Western Europe. Profiles the leading executives from Europe's top companies, as well as from the largest companies in each country.

2-035-E. *Who's Who in Finance and Industry.* New Providence, NJ: Marquis Who's Who. Biennial. 1936-present. (800-621-9669 or 908-673-1000; fax: 908-673-1179). <http://www.marquiswhoswho.com>.

Provides biographical coverage of more than 22,400 principal decision-makers and leaders in the industrial and financial markets.

2-036. *Who's Who in International Banking.* London, United Kingdom: International Insider Publishing Company Ltd., I B C Business Publishing. Irregular. 1992-present. (44-171-535-7314; fax: 44-171-353-0017).

Provides concise biographical and contact information on some 4,000 of today's leading bankers, including details about the entrant's education, career, civic interests, business and professional memberships, honors and awards, publications.

2-037-E. *Who's Who in Risk Management.* Englewood, NJ: Underwriter Printing and Publishing Co. Annual. 1971-present. (800-526-4700 or 201-569-8808; fax: 201-569-8817).

Contains specialized biographies of insurance buyers for large business and industrial firms throughout the U.S. Includes indexes by company and location.

2-038-E. *Who's Who in Training and Development.* Alexandria, VA: American Society for Training & Development. Annual. 1970-present. (703-683-8100; fax: 703-683-9591). <http://www.astd.org>.

Biographies of popular and famous people in the training and business development professions.

2-039-E. *Who's Who of American Women.* New Providence, NJ: Marquis Who's Who. Biennial. 1958-present. (800-621-9669 or 908-673-1000; fax: 908-673-1179). <http://www.marquiswhoswho.com>.

Contains detailed biographical information on more than 33,000 American women achievers. Covers a wide range of disciplines and professions including government, business, the arts, and medicine.

ELECTRONIC DATABASES

Databases are produced by vendors much in the same manner as an index to periodical articles or a reference directory is created. Many of them include full-text articles. In order to access the databases, one has to subscribe to the vendor which handles the product (or databases). Listed here are the major vendors and databases most relevant for business and technical communications questions. Many public, academic and company libraries subscribe to one or more systems and provide computer literature searches for their clientele.

Databases Vendors

2-040. Cambridge Scientific Abstracts. 7200 Wisconsin Avenue, Suite 601, Bethesda, Maryland 20814 USA. (301-961-6700; fax: 301-961-6720). <http://www.csa.com>.

(Produces *Communication Abstracts*, *ERIC*, *IMID: Institute of Management International Database*, *Linguistics & Language Behavior Abstracts*, *SAGE Full-Text Collection on Communication Studies, Education*, *PAIS International*, *Political Science*, *PsycARTICLES*, *Psychology*, and *Sociology*, plus many more on sciences and technologies.)

2-041. Dialog. Headquarter, is a business of The Thomson Corporation. 11000 Regency Parkway, Suite 10, Cary, North Carolina 27511.

Dialog is part of the Thomson Group. (800-3-DIALOG (North America)); email: customer@dialog.com). <http://www.dialog.com/contacts/>. (Produces many databases in all disciplines.)

2-042. EBSCO Information Services. P.O. Box 1943, Birmingham, AL USA 35201-1943. (205-991-6600; fax: 205-995-1518) URL: <http://www.ebsco.com/home/>

(Produces *Business Source Elite*, *Business Source Premier* and *EBSCO Host EJS*)

2-043. Emerald Group Publishing Limited. 60/62 Toller Lane, Bradford, England BD8, 9BY. (+44-0-1274-777700; fax: +44-0-1274-785200; email: feedback@emeraldINSight.com).

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(Produces *EmeraldPlus*)

2-044. Factiva. 105 Madison Avenue, 10th Floor, New York, NY 10016. (800-369-0166). <http://www.factiva.com>.

(Produces *Factiva*)

2-045. Gale-Thomson, Thomson-Gale, Thomson-ISI, World headquarter: 27500 Drake Road, Farmington Hills, MI 48331-3535. (248-699-4253). <http://www.gale.com/>.

(Produces *Business and Company Resources Center, Expanded Academic ASAP, Social Science Citations Index, Science Citations Index, Thomson Research, Web of Science*, and many more in other disciplines.)

2-046. IEEE. Corporate Office: 3 Park Avenue, 17th Floor, New York, NY 10016-5997 U.S.A. (800-678 IEEE (4333) or 732-981-0060 outside Canada and USA; fax: 212-752-4929). <http://www.ieee.org/>.

(Produces *Inspec, IEEE Xplore*, etc.)

2-047. JSTOR. 149 Fifth Avenue, 8th Floor, New York, New York 10010 212-358-6400; fax: 212-358-6499). <http://www.jstor.org/about/background.html>.

(Produces *JSTOR*)

2-048. Lexis/Nexis Group. P.O. Box 933, Dayton, Ohio 45401-0933. (800-227-4908 or 937-865-6800). <http://www.lexis-nexis.com/>.

(Produces *Academic Universe* and other company and legal resources.)

2-049. The McGraw-Hill Companies. P.O. Box 182604, Columbus, OH 43272, USA. (877-833-5524; fax: 614-759-3749; email: customer.service@mcgraw-hill.com). <http://www.mheducation.com/custserv.html>.

(Produces *Standard & Poors, BusinessWeek*, etc.; also offers multi-media packages (print, online, TV, conference) that target general business

professionals or specifically in the Aviation, Construction, Energy, and Healthcare industries.)

2-050. OCLC Online Computer Library Center, Inc. 6565 Frantz Road, Dublin, Ohio 43017-3395 USA. (800-848-5878 – USA and Canada only; 1-614-764-6000). <http://www.oclc.org>.

(Produces *ArticleFirst* and many databases in all disciplines.)

2-051. Ovid. 333 Seventh Avenue, 20th Floor, New York, NY 10001, U.S.A. (800-950-2035 or 646-674-6300). <http://www.ovid.com>.

(Produces *Cross-Cultural Database*, *Current Contents*, both print and online, and *Kluwer Online*, etc.)

2-052. Palgrave Macmillan. 175 Fifth Avenue, New York, NY 10010. (800-221-7945 or 212-982-3900; fax: 212-777-6359). <http://www.palgrave-usa.com/>.

(Product focuses on the Humanities, the Social Sciences and Business. Produces *International Abstracts in Operations Research* both in print and online.)

2-053. ProQuest Information and Learning. 300 N. Zeeb Road, Ann Arbor, MI 48103. (800.521.0600 or 734.761.4700; fax: 734-975-6450. Email: info@il.proquest.com). <http://www.proquestcompany.com/about-contact.shtml>.

(Produces *ABI/INFORM Global*, *Ethnic NewsWatch*, and *ProQuest Newsstand*.)

2-054. H.W. Wilson Company. 950 University Ave., Bronx, NY 10452. (800-367-3770 or 718-588-8400). <http://www.hwwilson.com>.

(Produces *Biography Index*, *Business Full-Text*, *Education Full Text*, *Humanities*, *OmniFile Full Text Mega*, and *Social Sciences Full Text*.)

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Databases

2-055. *ABI/INFORM Global.* (OCLC, ProQuest)

It includes images and graphics. All areas of management and the decision sciences are investigated. Entries include extensive abstracts and subject terms. It refers to journal articles in all business disciplines, with excellent coverage of business and technical communications.

2-056. *Academic Universe.* (Lexis/Nexis)

Lexis/Nexis provides the complete text of newspapers, magazines, newswires, transcripts of TV and radio news, and trade publications. It is a good source for reviews of books, films, TV shows, art exhibitions, plays and other performances, legal issues, codes and regulations. A "Foreign Language News" section includes articles in Spanish, French, Dutch, Italian & German, etc. A good database to search for business communication from international and cross-cultural perspectives.

2-057. *ACM Digital Library.* (ACM)

All ACM (Association of Computing Machinery) journals, magazines and transactions in full text. This Digital Library Core (DLC) of periodicals covers every aspect of computing. Peer reviewed (refereed) publications concentrate on theoretical and experimental papers. Magazines focus on practical applications in research, design and specification.

2-058. *Alternative Press Index.* 1991–present. (Thomson-OCLC)

Access through OCLC FirstSearch Interface. Indexes over 250 alternative, radical and left periodicals, newspapers and magazines covering cultural, economic, political and social change. Updated quarterly.

2-059. *Applied Science & Technology Abstract.* (H. W. Wilson) 1983–present.

Much of articles are from peer-reviewed journals. This database features full text, graphs, charts, diagrams, photos, and illustrations that convey an abundance of data in scientific and technical articles. Full text available from 1997 to present.

2-060. *Associations Unlimited.* (Gale-Thomson Group)

Contains information for approximately 455,000 international and U.S. national, regional, state, and local nonprofit membership organizations in all fields.

2-061. *Biography Resource Center.* (Gale Group)

This database combines award-winning biographies from respected Gale Group sources. Biography Resource Center also includes full-text articles from hundreds of periodicals. Search for people based on one or more personal facts such as birth and death year, nationality, ethnicity, occupation or gender, or combine criteria to create a highly-targeted custom search.

2-062. *Business and Company Resources Center.* (Gale Group)

It covers business case studies, technology, markets and business strategies, all areas of business communications with sources from around the world. Full text can be downloaded in PDF file.

2-063. *Business & Management Practices.* (Thomson Gale)

This database features practical approaches to management processes and methods. It provides real-world know-how about business planning, decision-making, how businesses adopt and implement new technologies and techniques, and plan for change or expansion with case studies, and explicit "how-to" guidelines. More than half of the articles are available in full text. This is part of the *Business Reference Suite*.

2-064. *Business Full Text.* (H. W. Wilson)

Similar to its print equivalent, it covers all aspects of business and management communications. For years this has been the standard source for journal articles in business, business communication and related topics are covered extensively. Wilson Business Full Text indexes and abstracts articles from English-language periodicals published in the United States and elsewhere, including the leading business magazines and trade and research journals, plus the full text of selected periodicals. Abstracts range from 50 to 150 words. Full text coverage begins in January 1995.

2-065. *Business Source Premier.* (EBSCO)

Indexing and full text for newspapers, books, 2,804 full text scholarly journals and standard business periodicals and country economic reports. Covers many of the core management and marketing journals. Many are exclusively owned by EBSCO, such as *Harvard Business Review*, *MIT Sloan Management*, etc. Over 200 journals have PDF full text back to 1965 or to the first issue published.

2-066. *Communication Abstracts.* (CSA)

Indexes and abstracts journal articles, reports, and books in general communication, mass communication, broadcasting, speech, advertising, public relations, journalism, radio and television, etc. It provides world-wide coverage

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from 1977 forward. The print equivalent is *Communication Abstracts*. Links to full-text is available with subscription.

2-067. *Compendex*. (IEEE)

It examines all areas of engineering. There are abstracts of journals and conference papers. Among the topics covered is technical writing. Full-text is available in *Engineering Village 2* database.

2-068. *Cross-Cultural Database*. 1800-2000. (Ovid)

Similar to its print series, it includes original articles on the cultures of 60 societies from 19th and 20th centuries. *Cross-Cultural Database* contains vivid full-text original writings extracted from the Human Relations Area Files describing the cultures of sixty societies, such as behavioral sciences, and social sciences, etc.

2-069. *Current Contents*. 2001-present. (Ovid)

Equivalent to its print version, it includes more than 6 millions records with table-of-contents browsing, with links to bibliographic records with abstracts. Full-text is available by subscription. Seven multidisciplinary editions and several focused collections, each enabling users to conduct cross-disciplinary searches to locate up-to-date relevant data and information.

2-070. *Dissertation Abstracts*. 1861-present. (ProQuest)

With more than two million entries, the database is the single, authoritative source for information about doctoral dissertations and master's theses. The database represents the work of authors from over 1,000 graduate schools and universities. 47,000 new dissertations and 12,000 new theses are added to the database each year, including all disciplines of business management and communications.

The full text of more than 1.7 million of these titles is available in paper and microform formats. Institutional subscribers to ProQuest Digital Dissertations receive on-line access to the complete file of dissertations in digital format starting with titles published from 1997 forward.

2-071. *Education Full Text, ERIC*. (H. W. Wilson and Cambridge Scientific Abstracts)

This is a cumulative author and subject index to a selected list of educational periodicals, books, and pamphlets. Pertinent business communication and technical writing journals are cited. Many articles are available in full-text.

2-072. *EmeraldPlus*. Bradford, England: Emerald Group Publishing Limited. (1989-present)

It offers electronic access to a collection of over 42,000 articles from over 130 journals in management, marketing, human resource management, management information systems and operations management. The database contains over 25,000 articles from MCB University Press. It provides you with access to the latest research and global thinking via the Internet.

2-073. *Ethnic News Watch*. (ProQuest) 1990-present.

This is an interdisciplinary, bilingual (English and Spanish) and comprehensive full text database covering over 200 newspapers, magazines and journals of the ethnic, minority and native press. Designed to provide the "other side of the story," ENW titles offer additional viewpoints from those provided by the mainstream press. Especially useful for cross-cultural communications.

2-074. *Expanded Academic Index*. (InfoTracWeb - Gale Group)

This interdisciplinary database provides indexing and abstracting to approximately 1500 scholarly and general interest periodicals from 1980 to the present. It covers all major fields of undergraduate study in the humanities, social sciences, and sciences /technology. It also indexes the last six months of the *New York Times*. The full-text of many, but not all, articles are included.

2-075. *Factiva*. (Factiva)

Factiva combines services from the Dow Jones and Reuters News services. It offers full text publications (newspaper, newswire, and business periodical articles) in a variety of topical areas, such as business communications, cross-cultural issues, as well as company news and financial information. There are more than 8000 publications, 85% are full, including 93 same-day newswires and thousands of sources in 22 languages from 118 countries.

2-076. *Humanities*. 1984-present. (H. W. Wilson)

Part of *OmniFile Full Text Mega*, coverage backs as early as 1984 the database indexes, abstracts and delivers the full text of feature articles, interviews, and original works that can be searched by keyword, subject, personal names, title words, publication, year, type of article or any combination. Full-text articles are available from 1995 to present.

2-077. *IEEE Xplore*

Covers electrical, electronic and computer engineering information in IEEE and IEE journals, magazines & conference proceedings: *IEEE Spectrum*, *Proceedings* of the IEEE, IEEE journals, transactions, and magazines, IEEE conference proceedings, IEE journals, IEE conference proceedings, and current

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IEEE standards. Updated weekly. Includes more than a million full-text documents in PDF format. *INSPEC* abstract and citation records also included. Users can sign up to receive email alerts.

2-078. *Inspec*

Corresponds to the print publications: *Science Abstracts. Series A, Physics Abstracts; Science Abstracts. Series B, Electrical and Electronics Abstracts; and Computer & Control Abstracts;* with the addition of section D of the *INSPEC* database (covering information technology), which has no print equivalent, and the complete *INSPEC* Thesaurus. A subset of *IEEE Xplore* database.

2-079. *International Abstracts in Operations Research (IAOR)*. 1989-present. (Palgrave Macmillan)

As of January 2004, *IAOR Online* contains approximately 45,000 abstracts, representing the print archive from 1989 to present, with sources from over 180 of the world's leading journals; many are on business management and communications. Access to the full text or document delivery is available.

2-080. *JSTOR* (JSTOR)

Electronic archive of older (at least 2-5 years) issues of core scholarly journals; emphasis on humanities, literature, language, and social sciences.

2-081. *Kluwer Online*

Complete tables of contents, abstracts and full-text articles from approximately 750 journals published by Kluwer. Can be searched by subjects, such as business management and strategy, communication, international business, etc. Users can sign up to receive email alerts.

2-082. *Linguistics & Language Behavior Abstracts*. 1973-present. (Cambridge Scientific Abstracts)

Answers questions pertaining to interpersonal communications, non-verbal communications, speech and the nature and use of language. Includes citations, abstracts, and some full text from journals, books, and dissertations published worldwide.

2-083. *National Newspaper Index*. (InfoTracWeb – Gale Group)

National Newspaper Index provides access to citations of articles from the U.S.'s top five newspapers in one seamless search: *The New York Times*, *The Wall*

Street Journal, The Christian Science Monitor, Los Angeles Times and *The Washington Post*. Articles back to 1977.

2-084. OCLC ArticleFirst (OCLC Online Computer Library Center, Inc.)

This packet includes over 25,000 sources in business, humanities, social sciences, science, technology, etc. from 1990 to present.

2-085. OmniFile Full Text Mega (H.W.Wilson)

This is a multi-disciplinary database providing the complete content--indexing, abstracts, and full text--from six of Wilson's full-text databases: *Education Full Text, General Science Full Text, Humanities Full Text, Readers' Guide Full Text, Social Sciences Full Text* and *Wilson Business Full Text*.

2-086. ProQuest Newsstand (ProQuest Information and Learning)

Full text of U.S. and major international news sources in newspaper and periodical formats, other news sources and newswires. Includes major newspapers such as the *New York Times* and the *Times* of London. Interface is available in many languages, such as Chinese (both traditional and simplified), French, German, Japanese, Korean, Spanish, Portuguese, and Turkish.

2-087. PsycInfo and PsycARTICLES (both by Ovid)

PsycInfo provides summaries of journal articles, book chapters, books, technical reports, and dissertations on psychology and psychological aspects of related disciplines (business, education, law, linguistics, etc.). Full-text articles are available via *PsycARTICLES*, a database includes journals published by the American Psychological Association, as well as several journals from related organizations. Approximate fifty journals are covered, from 1988 forward. Covers research papers and reports on customer services, team presentations, business communication, etc.

2-088. Safari Tech Books Online (ProQuest)

Although it provides primarily information technology e-books from the industry's two leading publishers: O'Reilly & Associates, Inc., and the Pearson Technology Group, it also includes business reference books on management and communications. In most cases, new titles are available in *Safari Tech Books Online* before they appear in print.

2-089. ScienceDirect (Elsevier)

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Full-text articles, primarily science, technology and medicine (STM). Covers some journals in the arts, humanities and social sciences; also includes some reference e-books. Users can sign up to receive email alerts.

2-090. *Social Sciences Citations Index.* 1994–present.
(Thomson - ISI)

Index to the journal literature of the social sciences. It fully covers over 1,400 journals spanning 50 disciplines. Coverage also includes items relevant to the social sciences selected from 7,000 other journals. Updated weekly.

2-091. *Social Sciences Full Text.* (H. W. Wilson)

Indexes and abstracts a broad array of basic social sciences journals, including interdisciplinary fields. Full text coverage begins in January 1995.

2-092. *Ulrich 's International Periodicals Directory.* New York: R.R. Bowker, current. <http://www.ulrichsweb.com/>.

This is the standard directory for researching data about magazines and journals in all subject areas. The database examines all abstract/index, journals, newsletters in a field with contact and publication information.

2-093. *Wiley InterScience* (by John Wiley & Sons, Inc.)

Full text of about 300 journals produced by Wiley InterScience. User can search a single journal, all of them, or just the ones in a subject category (such as "Business" or "Education", or "Law" or "Business").

2-094. *World News Connection* (by Foreign Broadcast Information Service)

Information obtained from full text and summaries of newspaper articles, conference proceedings, television and radio broadcasts, periodicals, and non-classified technical reports throughout the world by the Foreign Broadcast Information Service (FBIS), a U.S. government agency. Focuses on military, political, environmental, scientific, technical, and socioeconomic issues and events.

LIBRARY SUBJECT HEADINGS

2-095. *Library of Congress Subject Headings.* 27th ed., 2004
Washington, DC: Library of Congress, 5 volumes.

Abbreviations, English
Academic Writing – Handbooks, Manuals, etc.

Accounting – Data Processing
 Accounting – Examinations, Questions, etc.
 Accounting – Terminology
 Advertising – Audio-visual Materials
 Advertising – Computers
 Advertising – Handbooks, Manuals, etc.
 Advertising – Management – Handbooks, Manuals, etc.
 Advertising – Textbooks
 Advertising, Direct-Mail
 African American Business Enterprises
 Amateur Journalism
 Applications for Office
 Applications for Positions
 Asian American Business Enterprises
 Assertiveness (Psychology)
 Assessment Centers (Personnel Management Procedure)
 Associations, Institutions, etc.
 Associations, Institutions, etc., Foreign
 Audio-visual Materials
 Authors – Biography
 Authors – Interviews
 Authors and Publishers
 Authorship
 Authorship – Handbooks, Manuals, etc.
 Authorship – Style Manuals
 Banks and Banking – Records and Correspondence
 Banks and Banking – Terminology
 Banks and Banking, Foreign
 Banks and Banking, International
 Benchmarking (Management)
 Bibliographical Citations
 Big Business
 Biographical Sources
 Bit-mapped graphics
 Black Business Enterprises
 Blacks – Communication
 Black – Languages
 Black – Quotations
 Body Language – Cross-Cultural Studies
 Business – Audio-visual Aids
 Business – Bibliography
 Business – Data Processing
 Business – Dictionaries
 Business – Handbooks, Manuals, etc.
 Business – Quotations, Maxims, etc.
 Business – Research
 Business – Terminology
 Business BASIC (Computer Program Language)

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Business Communication
Business Communication – Abstracts
Business Communication – Bibliography
Business Communication – Handbooks, Manuals, etc.
Business Communication – Information Resources
Business Communication – Planning – Handbooks, Manuals, etc.
Business Communication – Simulation Methods
Business Consultants
Business Consultants, Training of
Business Enterprises – Handbooks, Manuals, etc.
Business Entertaining – United States
Business Etiquette
Business Etiquette – United States
Business Literature – Publishing
Business Meetings
Business Networks
Business Planning
Business Planning – Handbooks, Manuals, etc.
Business Presentations
Business Presentations – Audio-visual Materials
Business Presentations – Data Processing
Business Presentations – Graphic Methods
Business Report Writing
Business Writing
Business Writing – Data Processing
Business Writing – Handbooks, Manuals, etc.
Businessmen – Foreign language competency
Businessmen – Psychology
Businesspeople – Foreign language competency
Businesswomen
Capitalism
Career Assessment Inventory
Career Beliefs Inventory
Career Changes
Career Development
Certificate of Incorporation
Certified Financial Planner Examination
Certified Trust and Financial Advisor Examination
Citation Indexes
Citation of Electronic Information Resources
Citation of Legal Authorities
College Graduates – Employment
College Readers
Color computer graphics
Color in Advertising
Color in Marketing
Commerce – Dictionaries
Commercial Correspondence

Commercial Correspondence – Handbooks, Manuals, etc.
 Committees
 Communication and Culture
 Communication – Bibliography
 Communication – Cross-cultural Studies
 Communication – International Cooperation
 Communication – Quotations, maxims, etc.
 Communication – Research
 Communication, International – Anecdotes
 Communication and Culture
 Communication in Accounting
 Communication in Engineering
 Communication in Export Marketing
 Communication in International Trade – Handbooks, Manuals, etc.
 Communication in Management
 Communication in Marketing
 Communication in Organizations
 Communication in Organizations – Problems, Exercises, etc.
 Communication in Personnel Management
 Communication in Science
 Communication in Small Groups
 Communication of Technical Information
 Communication of Technical Information – Abstracts
 Communication of Technical Information – Bibliography
 Communication of Technical Information – Information Resources
 Communicative Competence
 Computer Bulletin Boards
 Computer Graphics
 Computer Network Resources
 Computers – Terminology
 Confidential Communications
 Confidential Communications – Auditors
 Confidential Communications – Banking
 Confidential Communications – International Trade
 Confirmations (Auditing)
 Consultants – Marketing
 Content Analysis (Communication)
 Conversation
 Conversation Analysis
 Copy-reading – Handbooks, Manuals, etc.
 Copyright Infringement
 Copyright Licenses
 Corporate Meetings
 Corporation Reports – Publishing
 Corporations
 Corporations – Publishing
 Cover Letters
 Creative Ability in Business

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Creative Ability in Science
Creative Ability in Technology
Cross - Cultural Orientation
Cross - Cultural Studies
Cultural Awareness
Cultural Relations
Culture – Study and Teaching – Interviews
Culture Conflict
Culture Shock
Current Awareness Services
Customer Service – United States
Data Dictionaries
Data Loggers
Data Mining
Data Warehousing
Database Marketing
Database Searching
Databases
Databases – Bibliography - Methodology
Desktop Publishing
Digital Signature
Digital Watermarking
Digital Video
Digital Video Interactive
Dissertations, Academic
Dissertations, Academic – Abstracts
Dissertations, Academic – Bibliography
Dissertations, Academic – Handbooks, Manuals, etc.
Dissertations, Academic – Style Manuals
Document Imaging Systems
Document Writing
Editing
Editing – Handbooks, Manuals, etc.
Electronic Books
Electronic Commerce
Electronic Data Processing Documentation
Electronic Dictionaries
Electronic Directories
Electronic Discussion Groups
Electronic Dissertations
Dissertations Drafting
Dissertations Encyclopedias
Electronic Books – Handbooks, Manuals, etc.
Electronic Information Resource Searching
Electronic Information Resources
Electronic Journals
Electronic Mail Messages
Electronic Mail Systems – Handbooks, Manuals, etc.

Electronic Newsletters
 Electronic Newspapers
 Electronic Publishing – Computer Programs
 Electronics – Charts, Diagrams, etc.
 Electronic – Graphic Methods
 Employee Orientation
 Employee Screening – United States
 Employee Selection
 Employees – Recruiting
 Employees – Rating of
 Employees – Training of – Handbooks, Manuals, etc.
 Employment in Foreign Countries – Handbooks,
 Manuals, etc.
 Employment Interviewing
 Employment Portfolios
 Employment Re-entry – United States
 Employment References
 Encyclopedias and Dictionaries, (by language)
 Engineering Graphics
 Engineers – Employment
 Engineers Writings
 English Language – Business English
 English Language – Business
 English – Handbooks, Manuals, etc.
 English Language – Composition and Exercises
 English Language – Conversation and Phrase
 books (for Bank Employees)
 English Language – Conversation and Phrase
 books (for Businesspeople)
 English Language – Conversation and Phrase
 books (for Computer Industry Employees)
 English Language – Conversation and Phrase
 books (for Professionals)
 English Language – Dictionaries
 English Language – Etymology
 English Language – Foreign Countries
 English Language – Foreign Elements
 English Language – Foreign Words and
 Phrases - Dictionaries
 English Language – Function Words
 English Language – Glossaries, Vocabularies, etc.
 English Language – Grammar – Handbooks, Manuals, etc.
 English Language – Grammar – 1950-
 English Language – Grammar – 1950- Handbooks, Manuals, etc.
 English Language – Idioms
 English Language – Influence on Foreign Languages
 English Language – New Words
 English Language – Outlines, Syllabi, etc.

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English Language – Paragraphs
English Language – Punctuation
English Language – Quotations, maxims, etc.
English Language – Rhetoric
English Language – Rhetoric – Handbooks, Manuals, etc.
English Language – Rhetoric – Study and Teaching
English Language – Spoken English
English Language – Technical English
English Language – Technical Writing
English Language – Textbooks for Foreign Speakers
English Language – Translating
English Language – Usage – Anecdotes
English Language – Usage – Handbooks, Manuals, etc.
English Language – Written English
Enneagram
Entrepreneurship
Executive Coaching
Executives – Books and Reading
Executives – Language
Executives – Recruiting
Executives – Training of
Facial Expression
Financial Planners
Financial Planners – Marketing
Financial Services Industry – Vocational Guidance
Financial Writers
Forums (Discussion and Debate)
Fund Raising
Gesture – Cross-Cultural Studies
Gossip – Management
Group Decision Making
Group Facilitation
Group Problem Solving
Group Relations Training
Group Work in Research
Handshaking
High Technology Industries – Employees
High Technology Industries – Management
Industrial Management – Dictionaries
Idioms
Image Processing – Digital Techniques
Information Resources
Information Retrieval – Computer Programs
Information Storage and Retrieval Systems – Technology
Initiation Rites
Interactive Management
Interactive Marketing
Interactive Video

Intercultural Communication
International Business Enterprises – Employees
International Business Enterprises – Employees – Training of
International Correspondence
International Trade
Internet – Computer Programs
Internet (Computer Network)
Internet Advertising
Internet Banking
Internet Marketing
Internet Publishing
Internet Searching
Internet Videoconferencing
Interorganizational Relations
Interpersonal Communication
Interpersonal Conflict
Interpersonal Relations
Interpersonal Relations and Culture
Interprofessional Relations
Interviewing
Interviewing in Marketing Research
Interviews
Job Analysis
Job Control Language (Computer Program Language)
Job Evaluation
Job Hunting
Job Hunting – Computer Network Resources
Job Hunting – Problems, Exercises, etc,
Job Hunting – Psychological Aspects
Job Offers
Job Postings
Job Satisfaction
Job Shadowing
Job Sharing
Journalism – Editing
Journalism – Handbooks, Manuals, etc.
Journalism – Style Manuals
Journalism, Commercial – Editing – Handbooks, Manuals, etc.
Labor laws and Legislation - Language
Language and Culture
Language and Languages – Foreign elements
Language and Languages – Foreign words and phrases
Language and Languages – Glossaries, Vocabulary, etc.
Language and Languages – Styles
Language in the Workplace
Law - Terminology
Law - Vocational Guidance – United States
Leadership

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Lectures and Lecturing
Letter Writing
Letters of Intent
Letting of Contracts – Cases
Listening
Management – Communication Systems
Management – Dictionaries
Management – Handbooks, Manuals, etc.
Management – Vocational Guidance
Manpower Planning
Marketing
Marketing – Management
Marketing – Planning
Marketing – Vocational Guidance
Marketing – Research
Mass Media – Authorship
Mass Media – Bibliography
Mass Media – Influence
Mass Media – Research – Methodology
Mass Media and Business
Mass Media and Culture
Mass Media and International Relations
Mass Media and Language
Mass Media and Technology
Meeting Planners
Meetings
Meetings – Handbooks, Manuals, etc.
Memorandums
Memorandums – Handbooks, Manuals, etc.
Mentoring
Mentoring in Business
Mentoring of Authors
Microsoft PowerPoint (Computer File)
Negotiation in Business
New Business Enterprises
New Business Enterprises – Finance
New Business Enterprises – Management
New Business Enterprises – Planning
New Business Enterprises – Taxation
Newsletters – Language
Newsletters – Marketing
Newsletters – Publishing
Newsletters – Publishing – Data Processing
Nonverbal Communication – Cross-Cultural Studies
Nonverbal Communication in the Workplace
Occasional Speeches – Handbooks, Manuals, etc.
Office Management
Office Management - Research

Office Practice – Dictionaries
Office Practice – Handbooks, Manuals, etc.
Office Practice – Terminology
Office Procedures
Officials and Employees - Promotions
Online Bibliographic Searching
Online Chat Groups
Online Data Processing
Online Data Processing – Downloading
Online Data Processing – Uploading
Online Databases
Online Databases – Handbooks, Manuals, etc.
Online Etiquette
Online Information Services
Oral Communication
Oral Communication – Digital Techniques
Paperwork (Office Practice)
Paperwork (Office Practice) – Automation
Paperwork (Office Practice) – Management
People with Disabilities – Employment – United States
People with Disabilities – Vocational Guidance
Periodicals - Publishing
Personality and Culture
Personality and Culture – Cross-Cultural Studies
Personality and Occupation
Personality-interest Test
Personality Questionnaires
Personality Tests
Personnel Management – Handbooks, Manuals, etc.
Personnel Management – Research
Personnel Management – Terminology
Planning
Prediction of Occupational Success
Printing – Style Manuals
Professional Employees
Project Management
Promotions
Proposal Writing for Grants
Proposal Writing in Business
Proposal Writing in Business – Handbooks, Manuals, etc.
Proposal Writing in Human Services
Proposal Writing in Public Contracting
Proposal Writing in Research
Psychology – Business
Psychology – Information Services
Public Domain (Copyright Law)
Public Opinion Polls
Public Relations

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Public Relations – Authorship
Public Relations – Information Services
Public Relations – Language
Public Relations Consultants
Public Relations Personnel
Public Speaking
Public Speaking – Handbooks, Manuals, etc.
Public Speaking for Women
Publicity
Questioning
Questionnaires
Quotation
Quotations, American
Quotations, English
Radio Addresses, Debates, etc.
Radio Advertising
Radio Authorship
Radio in Consumer Education
Radio in Publicity
Radio Public Speaking
Radio Scripts
Radio Writers
Real Estate Business – Records and Correspondence
Real Estate Business – Vocational Guidance
Reference Books – Communication – Bibliography
Reference Books – Mass Media – Bibliography
Reference Books, (by language)
Reference Sources
Referral Centers (Information Services)
Report Writing
Report Writing – Computer Network Resources – Handbooks,
Manuals, etc.
Report Writing – Handbooks, Manuals, etc.
Research
Research – Handbooks, Manuals, etc.
Research – Methodology
Research Grants
Restaurant Management
Restaurants – Employees
Restaurants – Personnel Management
Restaurants – Vocational Guidance
Resumes (Employment)
Resumes (Employment) – Audio-visual Materials
Resumes (Employment) – Computer Network Resources
Resumes (Employment) – Data Processing
Resumes (Employment) – Handbooks, Manuals, etc.
Resumes (Employment) – Terminology
Sales Letters

Sales Meetings
 Sales Personnel
 Sales Personnel, Rating of
 Sales Presentations
 Sales Reporting
 Sampling (Statistics)
 Sampling (Statistics) – Computer Programs
 Science – Information Services
 Secretaries – Handbooks, Manuals, etc.
 Self-Directed Work Teams
 Self-Employed
 Selling
 Selling – Computer Programs
 Selling – Graphic Arts
 Selling – High Technology
 Small Business
 Small Business – Finance
 Small Business – Finance – Encyclopedia
 Small Business – Management
 Small Business – Management – Encyclopedia
 Small Business – Planning
 Small Business – Public Relations
 Small Business – Research
 Small Groups
 Small Groups – Research
 Social Sciences – Authorship
 Special Events – Marketing
 Specification Writing
 Speeches, Addresses, etc.
 Speechwriters
 Speechwriting
 Strategic Planning
 Strategic Planning – Handbooks, Manuals, etc.
 Success in Business
 Symbolism in Communication
 Symbolism in Organizations
 Teams in the Workplace
 Teams in the Workplace, Training of
 Technical Editing
 Technical Illustration
 Technical Manuals
 Technical Reports
 Technical Writing
 Technical Writing – Data Processing
 Technical Writing – Handbooks, Manuals, etc.
 Technical Writing – Manuals
 Technology – Dictionaries
 Technology – Documentation

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Technology – Information Services
Technology – Terminology
Technology – Translating
Technology – Vocational Guidance
Technology and Women
Telecommunication – Standards
Teleconferencing
Telephone Conferencing
Telephone Etiquette
Telephone in Business
Thank-you Notes
Training Manuals
Typology (Psychology)
Venture Capital
Venture Capital – United States – Handbooks,
Manuals, etc.
Videoconferencing
Virtual Work Team
Visual Aids
Visual Communication
Visual Perceptions - Cross-Cultural Studies
Vocational Guidance
Vocational Guidance – United States – Handbooks, Manuals, etc.
Vocational Guidance for Women – United States
White Collar Workers – Effects of Technological Innovations on
Wit and Humor
Women – Communication
Women – Cross-Cultural Studies
Women – Employment – United States
Women – Employment – Effects of Technological Innovations on
Women – Language
Women – Life Skills Guides
Women – Quotations
Women – Services for
Women – Societies and Clubs
Women Employees
Women Engineers
Women Executives – Training of
Women in Communication
Women in Computer Science
Women in Marketing
Women in Technology
Women Speechwriters
Women Supervisors
Women’s Encyclopedias and Dictionaries
Word Processing – Style Manuals
Word Processing in Education – Handbooks, Manuals, etc.

2-096. *Sears List of Subject Headings.* 18th ed., edited by Joseph Miller. New York: H.W. Wilson, 2004, 804p.

Advertising
 Advertising – Newspapers
 Advertising Copy
 Affirmative Action Programs
 Application for Positions
 Art therapy
 Associations
 Authorship
 Authorship – Handbook and Manuals, etc.
 Black Business People
 Body Language
 Business – Bibliography
 Business – Handbook
 Business – Indexes
 Business – Office Management
 Business – Periodicals
 Business Letters
 Capitalism
 Career Changes
 Commerce
 Communication
 Computer Bulletin Boards
 Computers
 Congresses and Conventions
 Critical Thinking
 Cross Cultural Studies
 Cultural Conflict
 Cultural Relations
 Customer Relations
 Customer Service
 Cybernetics
 Debates and Debating
 Decision Making
 Digital libraries
 Direct Selling
 Economics
 Electronic Data Processing
 Electronic Mail Systems
 Electronic Publishing
 Encyclopedias and Dictionaries
 English Language – Business English
 English Language – Compositions and Exercises, etc.
 English Language – Dictionaries
 English Language – Foreign Words and Phrases

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English Language – Grammar
English Language – Idioms
English Language – Rhyme
English Language – Spelling
English Language – Synonyms and antonyms
English Language – Terms and Phrases
English Language – Usage
Enneagram
Entrepreneurs
Entrepreneurship
Epigrams
Etiquette
Interviewing
Job Analysis
Job Hunting
Job Sharing
Journalism (for editing)
Language and Languages
Leadership
Lectures and Lecturing
Letter Writing
Listening
Mail-order Business
MP3 Players
Nanotechnology
Negotiation
Nonverbal Communication
Online Data Processing
Optical scanners
Peddlers and Peddling
Personnel Management
Planned communities
Problem Solving
Proverbs
Public Meetings
Public Relations
Public Speaking
Publicity
Publishers and Publishing (for editing)
Punctuation
Quotations
Radio Addresses, Debates, etc.
Radio Advertising
Reasoning
Recruiting of Employees
Report Writing
Resumes (Employment)
Rhetoric

Role Playing
 Self-Employed
 Self-Employed Women
 Semantics
 Semiotics
 Sex in the Workplace
 Signs and Symbols
 Small Business
 Social Skills
 Speech
 Speeches, Addresses, etc., American
 Speeches, Addresses, etc., English
 Spelling Reform
 Style, Literary
 Technical Writing
 Technology – Language
 Telecommuting
 Teleconferencing
 Television Advertising
 Telemarketing
 Thought and Thinking
 Toasts (for After Dinner Speeches)
 Trade and Professional Associations
 Translating and Interpreting
 Underground Literature
 Underground Press
 Universal Language
 Verbal Learning
 Vocabulary
 Wireless communication systems
 Words, New
 Writing

PERIODICALS AND NEWSLETTERS

[Notes: **E** for electronic format; online access with membership or subscription.

R for refereed or peer reviewed.]

2-097-ER. *Academy of Business and Economics*. Turlock, CA: International Academy of Business and Economics. Semi-annually. 2003-present.

Publishes research papers and articles on all aspects of business administration, economics, Internet/computers, E-business, public administration, health care administration, and related fields. Provides an international forum to exchange

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research, practice, and teaching in these fields to improve education and business understanding around the world.

2-098-ER. *Administrative Science Quarterly*. Ithaca, NY: Cornell University, Johnson Graduate School of Management. Quarterly. 1956-present. (607-254-7143; fax: 607-254-7100). Subscription via Allen Press Inc., PO Box 1897, Lawrence, KS 66044 United States.

Research papers and reports contribute to understanding all types of organizations, including business, government, health, military, and educational organizations.

2-099-E. *Advanced Imaging: Solutions for the Electronic Imaging professional*. 1986-present. Monthly with abstracts and index. Melville, NY: Cygnus Business Media, Inc. (516-845-2700; fax: 516-845-2797).

Features real world video, photographic, and document electronic image acquisition, processing, display, storage, output transmission and communication for all application areas using imaging technologies. Full-text documents available with subscription or via AskIEEE, British Library Document Supply Center, CISTI, Elsevier Engineering Information Inc., Infotrieve, and Ingentas.com.

2-100. *Advances in International Management*. Oxford, United Kingdom: Elsevier Ltd.. Irregular. 1982-present. (44-1865-843000; fax: 44-1865-843010; email: nlinfo-f@elsevier.nl). <http://www.elsevier.com>.

Devoted to advancing the cross-border study of organizations and management practices from a global, regional, and comparative perspective.

2-101. *Advances in Strategic Management*. New York: J A I Press Inc. 1983-present. Irregular. (212-989-5800; fax: 212-633-3990). <http://www.elsevier.com/>.

Dedicated to communicating innovative, new research that advances theory and practice in strategic management.

2-102-E. *Advertising - Communications Times*. Philadelphia, PA: Advertising - Communications Times Inc. Monthly, 1977-present. (215-629-1666; fax: 215-923-8358).

Business monthly newspaper for the general advertising industry, corporations in Philadelphia, Eastern Pennsylvania, New Jersey, and Delaware areas. Includes advertising and trade literature.

2-103-E. *Advertising Age: the International Newspaper of Marketing.* Detroit, MI: Crain Communications, Inc. Weekly. 1930-present. (212-210-0100; fax: 212-210-0200).
<http://www.adage.com>.

Reports on all aspects of advertising, including interactive media, marketing research, sales promotion, and brand management.

2-104-E. *Adweek.* New York, NY: V N U Business Publications. Weekly. 2003-present. (646-654-5420; fax: 646-654-5365).
<http://www.vnubusinessmedia.com>.

Mergers of *Adweek* and other regional editions, *A.N.N.Y.* (Advertising news of New York), and *M A C* (United States). Includes latest trends and issues concerning advertisement industry and advertisement professionals.

2-105-E. *Affluent Markets Alert: a Monthly Analysis of Critical Trends.* Brooklyn, NY: E P M Communications. Monthly. (718-469-9330; fax: 718-469-7124).

Covers the affluent consumer; taps into the lifestyles and media styles of all segments of the wealthy marketplace.

2-106-E. *Africa Research Bulletin. Economic, Financial and Technical Series.* Oxford, United Kingdom: Blackwell Publishing Ltd. Monthly. 1964-present. (44-1865-776868; fax: 44-1865-714591). <http://www.blackwellpublishing.com>.

Provides impartial summaries and extensive reports on political and economic developments throughout Africa.

2-107. *Agency Law Quarterly/Real Estate Intelligence Report.* Portsmouth, NH: Common Communications, Inc. Quarterly, 1989-present. (800-299-9961). <http://www.reintel.com>.

Covers the news, trends and politics of the real estate business.

2-108-ER. *Asian Business & Management.* Basingstoke, United Kingdom: Palgrave Macmillan Ltd. 3 times a year. 2002-present.

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(44-1256-329242; fax: 44-1256-810526; email: abm@sheffield.ac.uk). <http://www.palgrave-journals.com/abm>.

Seeks to encourage the awareness of social issues in the study of business and management in Asia.

2-109-E. *Association Management*. Washington, DC: American Society of Association Executives. Monthly. 1949-present. (202-626-2739; fax: 202-408-9635). <http://www.asaenet.org/>.

Features common public and employee relations problems faced by association executives who manage the communication of their association. Articles cover a broad range of topics, practical information and trends, such as culture issues in a global environment, effective management, etc.

2-110-E. *Business Asia (North Sydney)*. North Sydney, Australia: First Charlton Communications Fortnightly. 1993-present. (61-2-99576555; fax: 61-2-99571512). <http://www.charlton.com.au/>.

Covers the latest international commerce issues, law, news and trends concerning business and trade within the Asian market.

2-111-ER. *Business Communication Quarterly*. C/o Dr Robert J Myers, Dept of Speech Communication, Baruch College, New York: Association for Business Communication. Quarterly, 1935-present. (646-312-3726; fax: 646-349-5297).

Practice-oriented publication covering teaching and organizational applications. Includes course outlines, descriptions of training programs, problems and solutions and more.

2-112-E. *Business Computing Brief*. London: Financial Times Telecoms & Media Publishing. Semi-monthly. 1984-present. (44-171-896-2234; fax: 44-171-896-2256).

Covers office technology, vendors, equipment, systems, international standards, and attitudes. Contains case studies on automation successes and failures. Good source for jargon.

2-113. *Business Education Forum*. Reston, VA: National Business Education Association. Quarterly. 1947-present. (703-860-8300; fax: 703-620-4483). <http://www.nbea.org>.

Important issues on business education; includes yearbook and newsletter. Index available.

2-114-E. *Business Europe*. New York: Economist Intelligence Unit. Bi-weekly. 1960-present. (800-938-4685 or 212-554-0600; fax: 212-586-1182). <http://www.businesseurope.com/>.

Management advisory report for executives responsible for European operations, with latest issues, trends, policies, and corporate strategies in 16 countries, EEC developments and forecasts for each country and industrial sector. Covers finance, marketing, taxation, personnel, organization, politics and actual corporate experience.

2-115. *Business Intelligence Report: Strategies and Trends for the Successful Business*. Kansas City, MO: D B H Communications, Inc. Monthly. 1997-present. (816-523-1111; fax: 816-363-3433).

A fast-read, 3 page fax report that provides business owners and managers with the latest trends, news, tips and strategies in business. Each issue includes a short book excerpt and information analyzed from up to 150 sources.

2-116-E. *Business Latin America: Weekly Report to Managers of Latin American operations*. New York: Economist Intelligence Unit. Weekly. 1966-present. Electronic version is available. (800-938-4685 or 212-554-0600; fax: 212-586-1181).
<http://www.eiu.com>.

Interprets and evaluates changing political, economic and business-related trends, government policy changes, regulatory developments, regional integration moves and actions taken by governments and leading agencies to cope with the region's debt.

2-117. *Business Plans Handbook*. Farmington Hills, MI: Gale Group. Annual. 1994-present. (800-877-4253 or 248-699-8061; fax: 248-699-4253; email: galeord@gale.com).
<http://www.gale.com>.

Contains a collection of actual business plans compiled by entrepreneurs seeking funding for small businesses throughout North America.

2-118-E. *Business - to - Business Marketer, The*. Chicago, IL: Business Marketing Association. Monthly, 1977-present. (800-

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664-4262 or 312-409-4262; fax: 312-409-4266).

<http://www.marketing.org>.

Includes advertising, charts, illustrations, trade literature, book reviews; contains business-to-business marketing, advertising and public relations news.

2-119-E. *Business Woman's Advantage Newsletter.*

Bloomington, IL: Mershonbell.com. Bi-weekly. Online full text newsletter. (630- 924-7152; fax: 630- 671-0722; email: mershon@coachmershon.com).

<http://www.mershonbell.com/subscribe.htm>.

Covers marketing, finance and business for women. Provides tips for working women to be successful at workplace related issues and concerns.

2-120-E. *Buzz, The.* E-newsletter is free with membership.

<http://www.astd.org> or

<http://www.infoinc.com/astd/buzznews.html#176421>.

Exclusive quick-read summaries and links to full-text archives of training news from more than 7000 worldwide magazines and newspapers, covering news-making training programs and activities in the market.

2-121-ER. *California Management Review.* Berkeley, CA:

University of California at Berkeley. Quarterly. 1958-present. (510-642-7159; fax: 510-642-1318).

<http://haas.berkeley.edu/news/cmr>.

Serves as a bridge of communication between those who study management and those who practice it.

2-122-E. *Call Centre Focus.* Newdigate, United Kingdom:

CALLcraft. Monthly. 1994-present. (44-1306-631661; fax: 44-1306-631412). <http://www.callcentre.co.uk>.

Focuses on management, strategy, workplace and technology issues in the call centre for all call centre professionals.

2-123-E. *Campaign (London).* London, United Kingdom:

Haymarket Magazines Ltd. Weekly. 1968-present. (44-181-267-4656; fax: 44-181-267-4915).

A national weekly magazine of the communications business, embracing advertising, marketing, newspapers and magazines, television, radios and posters.

2-124-ER. *Canadian Journal of Communication.* Vancouver, Canada: Canadian Journal of Communication. Quarterly. 1974-present. (electronic_editor@cjc-online.ca). <http://www.cjc-online.ca>.

Covers the entire field of communication and journalism studies as practiced in Canada or with relevance to Canada. Particular attention is paid to research that has a distinctive Canadian flavour by virtue of choice of topic or by drawing on the legacy of Canadian theory and research.

2-125. *Canadian Office Guide.* Ontario, Canada: Royal LePage Commercial Inc. Annual. 1998-present. Text in English, and French. (905-501-6466; fax: 905-568-9444; email: sdavies@royalpage.com).

Publishes information in fields of technology, accounting, banking, finance, law and insurance for decision-makers in those fields. Includes advertising, charts, illustrations, market prices, maps, statistics, trade literature.

2-126-E. *Chief Executive Officers Newsletter.* New York: Chief Executive Officer's Club, Inc. Monthly Newsletter. 1979-present (212- 925-7911; fax: 212-925-7463; email: main@ceoclubs.org). <http://www.ceoclubs.org>.

For the entrepreneurial manager and the professionals who advise him; dedicated to the continuing education of entrepreneurial managers. Newsletter is free to members, which are restricted, and \$71.00 annually for non-members. Older issues can be downloaded in PDF file free of charge.

2-127-E. *CIO: The Magazine for Information Executives.* Framingham, MA: C X O Media Inc. Semi-monthly. 1987-present. Electronic version is available. (800-788-4605 or 508-872-0080; fax: 508-879-7784). <http://www.cio.com>.

Business publication covering information technology for top-level information executives.

2-128-E. *College Composition and Communication (CCC).* Urbana, IL: National Council of Teachers of English. 4 times a year in September, December, February and June.

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1974-present (800-369-6283 or 217-328-3870; fax: 217-328-0977; email: rsmith@ncte.org).
<http://www.ncte.org/pubs/journals/ccc>.

CCC is the journal of CCCC, the Conference on College Composition and Communication. CCC publishes research and scholarship in composition studies that support those who teach writing at the college level. The field of composition studies draws on research and theories from a broad range and also supports a number of subfields of its own, such as technical communication, computers and composition, and others.

2-129. *Communication Briefings*. Alexandria, VA: Briefings Publishing Group. Monthly, 1981-present. (800-888-208; fax: 703-684-1791). <http://www.briefings.com/>.

Contains articles, excerpts, news items, and departments on ideas and techniques to help improve writing, speaking, listening, organizing, problem-solving, and decision-making skills at the managerial and administrative levels.

2-130. *Communication Bulletin for Managers and Supervisors*. Malvern, PA: Progressive Business Publications. Semi-monthly. 1998-present. (800-220-5000 or 610-695-8600; fax: 610-695-8089). <http://www.pbp.com>

Ideas and insights for better marketplace communication and personal success; provides tips on a broad range of vital communication issues, such as speaking, writing, listening, and conflict management, etc.

2-131-ER. *Communication Education*. New York: Routledge. Quarterly. 1952-present. (212-216-7800; fax: 212-564-7854; email: info@routledge-ny.com). <http://www.routledge-ny.com>.

Presents studies and research on communication in instructional settings. Covers a wide range, such as verbal communication, group communication, etc. Includes abstracts, charts, book review. Cumulative index is available.

2-132-E. *Communication Law and Policy*. Mahwah, NJ: Lawrence Erlbaum Associates, Inc. Quarterly. 1996-present. (800-926-6579 or 201-258-2200; fax: 201-236-0072). <http://www.erlbaum.com/>.

Attempts to recast the traditional problems inherent in freedom of expression, including information seeking, creation, processing, and flow and use; in light of

the special conditions presented by the new media and information technologies. Email alert is available.

2-133-E. *Communication Management Consulting Newsletter.* France: European Press. Weekly. Online full text in English. (Email: infos@cmc.fr). <http://www.cmc.fr/morning.htm>.

Presents a weekly analysis of American companies and their management, with a focus on communication issues.

2-134-ER. *Communication Monographs.* New York: Routledge. Quarterly. 1934-present (800-354-1420 or 212-216-7800; fax: 212-564-7854). <http://www.routledge-ny.com>.

Research articles and brief reports deal with human communication processes. Areas such as interpersonal communication, small group interaction, and public address are studies.

2-135-E. *Communication Quarterly,* Lancaster, Ohio: Eastern Communication Association (ECA). Quarterly. 1953-present. (740-654-6711 ext: 657; email: info@ecasite.org).

Publishes high quality research findings in the understanding of human communication. Articles includes are research reports, critical studies, state of the art reviews, reports of topical interest, supported opinion papers, and other essays related to the interest groups of ECA and its affiliate organizations from a diverse geographic areas, nationally and internationally.

2-136-ER. *Communication Research.* Thousand Oaks, CA: Sage Publications, Inc. Bi-monthly. 1974-present. (800-818-7243 or 805-400-0721; fax: 800-583-2665 or 808-499-0871; email: info@sagepub.com). <http://www.sagepub.com>. Subscription also includes *Communication Quarterly*.

Provides an interdisciplinary forum for scholars and professionals to present new research in communication.

2-137-ER. *Communication Research Reports.* Lancaster, OH: Eastern Communication Association. Quarterly. 1984-present (740-654-6711 ext: 657; email: info@ecasite.org).

Articles reporting research relating directly to human communication with index.

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2-138. *Communication Studies.* Waco, TX: Communication Studies. Quarterly. 1949-present. (405-332-8000; fax: 405-332-1623). <http://www.baylor.edu/>.

Business communication and management issues and studies at workplace, such as effects of email communication, managerial behaviors, etc.

2-139-E. *Communication World.* San Francisco, CA: International Association of Business Communicators (IABC). 7 times a year. 1973-present. (415-544-4700; fax: 415-544-4747). <http://www.abc.com/>.

Publishes for members of IABC whose business is communication, public relations and related disciplines.

2-140. *Computers and Communications.* Richmond, United Kingdom: Wharton Information Systems. Monthly. 1970-present. (44-20-8332-1120; email: n_wharton@compuserve.com).

Evaluates and analyses new products, applications and systems which will affect the users' performance at the desktop, with current focus on data warehousing, allied to CRM (customer relations management) applications. Good source for the latest technological trends and terminology.

2-141. *Consulting Success.* Tulsa, OK: Association of Professional Communication Consultants. Quarterly. 1983-present. (918-743-4793).

Includes tips on managing small businesses, pricing services, marketing, what's new in the field of writing and communications consulting and networking for new members.

2-142-E. *Corporate Communications: an International Journal.* Bradford, United Kingdom: Emerald Group Publishing Ltd.. Quarterly. 1996-present. (44-1274-777700; fax: 44-1274-785200). <http://www.emeraldinsight.com/>.

Addresses the theory and best practice of corporate communication and strategic public relations.

2-143-E. *Corporate Writer & Editor.* Chicago, IL: Lawrence Ragan Communications, Inc. Monthly newsletter. 1984-present. (800-878-5331 or 312-960-4100; fax: 312-960-4106). <http://www.ragan.com>.

It is a designed to help organizational editors produce their company publications. It contains the latest techniques to improve writing, editing, layout, format, and design. Each issue covers areas specific to editors and writers, such as the approval process, working with employee stringers, finding the right outside designers or freelancers, writing the CEO column, and much more.

2-144-E. *C P A Letter: a news report to members a year, The.*

Jersey City, NJ: American Institute of Certified Public Accountants Semi-monthly. 1920-present. (800-862-4272 or 201-938-3796; fax: 800-329-1112).

<http://www.aicpa.org/pubs/cpaltr/index.htm>.

A semi-monthly newsletter for members on current awareness, issues and concerns.

2-145. *Creative Training Techniques.* Minneapolis, MN: V N U Business Publications. Monthly. 1988-present. (800-328-4329 or 612-333-0471; fax: 612-333-6526).

<http://www.vnubusinessmedia.com/>.

A newsletter of tips, tactics and how-to's for delivering effective training, and techniques that enliven training and improve end results.

2-146. *Customer Communicator: Goals, Tips and Tactics for the Frontline Customer Service Professional, The.* New York: Alexander Communications Group, Inc. Monthly 1976-present. (212-228-0246; fax: 212-228-0376; email:

info@alexcommgrp.com). <http://www.alexcommgrp.com>.

The training and motivational source for front-line customer service representatives.

2-147-E. *Customer Inter@ction Solutions.* Norwalk, CT: Technology Marketing Corporation. Monthly. 1982-present. (800-243-6002 or 203-852-6800; fax: 203-853-2845; email: tmc@tmenet.com).

Presents information to help build profits for every type of business, including: proven marketing strategies, business-to-business and business-to-consumers, and approaches for telemarketing.

2-148-E. *Document Imaging Report.* Erie, PA: Document Imaging Report. Bi-weekly. 1991-present. (814-866-2247; fax: 412.291.1352). <http://www.documentimagingreport.com/>.

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Discusses strategies and applications of imaging technology of interest to executives and corporate planners. It provides information and services on document output, document management products and solutions, and e-commerce.

2-149-E. *Editor's Workshop Newsletter*. Chicago, IL: Lawrence Ragan Communications, Inc. Weekly, 1984-present. (800-878-5331 or 312-960-4100; fax: 312-960-4106). <http://www.ragan.com>

Designed to help organizational editors produce their company publications. Contains techniques to improve writing, editing, layout, format, and design.

2-150-E. *Electronic Publishing: for the business leaders who buy technology*. Nashua, NH: Penn Well Corp. Monthly. 1977-present. (800-331-4463; email: keithh@pennwell.com)
<http://ep.pennnet.com/home.cfm>.

Expert advices on latest development and tools for online publishing; tips for typesetting and typography. Includes a digital art gallery with graphics, images and art works.

2-151-E. *E-Merging Business: Taking Your Business to the Next Level*. Los Angeles, CA: Image Publishing, LLC. 2 times a year. 2000-present. (310-284-6800; fax: 310-284-6878; email: inquiries@imagz.com). <http://www.imagz.com>.

Dedicated to providing small business owners with practical articles and information that helps them to grow and operate their businesses more profitably.

2-152. *Entrepreneurship: Theory and Practice*. Malden, MA: Blackwell Publishing, Inc. Quarterly. 1976-present. (781-388-8200; fax: 781-388-8210; email: subscrip@bos.blackwellpublishing.com). <http://www.blackwellpublishing.com/>.

Publishes results of research in entrepreneurship, small business and family business.

2-153-E. *Harvard Management Communication Letter*. Harvard Business School Publishing. Monthly. 1999-present. (800-668-6705). www.hbsp.harvard.edu.

Features tips and ideas on public speaking, writing, editing, presentations, public relations and the media, and specific communications issues in the life of an organization.

2-154-ER. *Human Communication Research.* Cary, NC: Oxford University Press. Quarterly. 1974-present. (800-852-7323 or 919-677-0977; fax: 919-677-1714; email: jnlorders@oup-usa.org). <http://www.up.oup.com>.

Publishes important research and reports that contribute to the expanding body of knowledge about human communication.

2-155-E. *IEEE Transactions on Professional Communication.* Piscataway, NJ: Institute of Electrical and Electronics Engineers, Inc. Quarterly. 1958-present (732-981-0060; fax: 732-981-1721; email: subscription-service@ieee.org). <http://www.ieee.org>.

Explores the study, development, improvement and promotion of techniques used in preparing, organizing, processing, editing, collecting, conserving and disseminating data in the electrical and electronics fields.

2-156-E. *Intercom (Washington, DC).* Arlington, VA: Society for Technical Communication. 10 times a year. 1968-present. (703-522-4114). <http://www.stc.org>.

Publishes articles of professional interest to technical communicators, including writers, editors, illustrators, teachers, managers, consultants, and others involved in preparing technical documents. It presents new developments in technical communication. Also includes news of society members.

2-157-E. *International Journal of Entrepreneurial Behaviour & Research.* Bradford, United Kingdom: Emerald Group Publishing Ltd. Bi-monthly. 1995-present. (44-1274-777700; fax: 44-1274-785200; email: info@emeraldinsight.com).

Provides a wide ranging forum for the inter-disciplinary discussion and information exchange on entrepreneurship-related topics, with the aim of advancing both conceptual development and application of empirical methodologies, leading to an improvement in our understanding of entrepreneurial behaviour in adverse cultural settings.

2-158-E. *International Small Business Journal.* London, United Kingdom: Sage Publications Ltd. Bi-monthly. 1982-present. (44-20-73248500; 44-20-73248600; email: info@sagepub.co.uk).

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Emphasis on systematic studies which help small businesses to improve the general understanding of the environment and contribute to more effective policies for better management of small business.

2-159-ER. *Issues in Writing: Education, Government, Arts and Humanities, Government and Industry, Science and Technology.* Stevens Point, WI: University of Wisconsin at Stevens Point, Department of English. Semi-annually. 1988-present. (715-346-4327; fax: 715-341-4215). <http://www.uwsp.edu/english/iw/>.

Studies in the teaching and practice of public writing in all disciplines and professions. Aimed at both academics and professionals; it supports teachers, and publishes the writings of practitioners.

2-160-ER. *Journal of Applied Communication Research.* Lawrence, KS: Department of Communication Studies, The University of Kansas. (785-864-9880 ; fax: 785-864-5203; email: JACR@ku.edu). <http://www.ku.edu/%7Ejacr/>.

Publishes articles on original scholarship that address or challenge the relationship between theory and practice in understanding communication in applied contexts. Studies of how communication defines, regulates, alters and sheds light on contemporary social issues are showcased.

2-161-ER. *Journal of Asian Business.* Ann Arbor, MI: Southeast Asia Business Program, University of Michigan. Quarterly. 1983-present (734-998-7276; fax: 734-936-1721; email: jab@umich.edu).

Covers political, economic, business, industrial, and cultural news. Analysis, and commentary about Asia for Americans. Academic-oriented studies are focused.

2-162-E. *Journal of Business and Technical Communication.* Thousand Oaks, CA: Sage Publications, Inc. Quarterly. 1987-present. (800-818-7243 or 805-499-0721; fax: 800-583-2665 or 805-499-8096). <http://www.sagepub.com/>.

Provides information on the latest communication practices, problems, and trends in both industry and the academic world. Includes all aspects of communication: written, verbal, etc.

2-163-ER. *Journal of Business Communication.* New York, NY: Association for Business Communication. Quarterly. 1963-present. (646-312-3723; fax: 646-349-5297). <http://www.theabc.org>.

Articles of original research that develops or advances business, managerial or organizational communication theory or knowledge and all conceptual models and descriptive studies that make an important contribution to business communication theory. Contains major papers dealing with important areas and aspects of business communication.

2-164-ER. *Journal of Communication.* Cary, NC: Oxford University Press. Quarterly. 1951-present. (800-852-7323 or 919-677-0977; fax: 919-677-1714; email: jnlorders@oup-usa.org). <http://lipaccess.sisu.edu:2540/jnlcom/>.

Interdisciplinary journal covers the study of communication research, theory, history and policy. Publishes the latest, broadest, and most important findings. Includes advertising, charts, illustrations, statistics, book reviews. Users can register online to receive free alerts via email.

2-165-ER. *Journal of Composition Theory.* (Formerly-until 1994: *Journal of Advanced Composition*) Atlanta, GA: Georgia State University, Department of English. Semi-annually. 1980-present. (404-651-2900; fax: 404-651-1710; email: bburmester@gsu.edu). <http://jac.gsu.edu/>.

Publishes theoretical articles on a variety of topics related to rhetoric, writing, multiple literacy, etc.

2-166-ER. *Journal of Computer Documentation.* Raleigh, NC: Technical Communication Program, North Carolina State University. Quarterly. 1974-present. http://web.mit.edu/org/t/tps/www/NL/SIGDOC_WWW/journal.html.

Provides a forum for discussion of conceptual, practical, research and policy issues in computer documentation for practitioners, analysts and teachers of documentation.

2-167-ER. *Journal of Computer-Mediated Communication.* On the Web Quarterly. 1995-present. <http://www.ascusc.org/jcmc/>.

This is a journal for new media devoted to research and essays on the social, organizational and political aspects of computerized communication.

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2-168-E. *Journal of Employee Communication Management.* Chicago, IL: Lawrence Ragan Communications, Inc. Bi-monthly. 1996-present. (800-878-5331 or 312-960-4100; fax: 312-960-4106). <http://www.ragan.com>.

Provides in-depth lessons about how to meet a corporation's communication needs. Readers learn from fellow practitioners how to drive change to increase retention, develop measurement tools and address issues such as mergers, downsizing and branding.

2-169-ER. *Journal of International Business Studies.* Hampshire, UK: Academy of International Business; publication distributed via Palgrave Macmillan. Bi-monthly. 1970-present. (44-0-1256-357893; fax: 44-0-1256-328339; email: subscriptions@palgrave.com). <http://www.jibs.net/>.

Publishes papers of significant interest that contribute to the theoretical basis of business and management studies. Covers a broad scope for the general academic business community, particularly on multinational and transnational business activities, strategies and managerial processes that cross national boundaries, as well as cross national research involving innovation entrepreneurship, knowledge based competition, judgment and decision making, bargaining, leadership, corporate governance and new organizational forms.

2-170-ER. *Journal of Nonverbal Behavior.* New York: Kluwer Academic / Plenum Publishers. Quarterly. 1976-present. (212-620-8000). <http://www.kluwer.com>.

Presents theoretical and empirical research on nonverbal communications, including paralanguage, proxemics, facial expressions, eye contact, face-to-face interaction, and nonverbal emotive expression.

2-171-ER. *Journal of Technical Writing and Communication.* Amityville, NY: Baywood Publishing Co., Inc. Quarterly. 1971-present. (631-691-1270; fax: 631-691-1770; email: info@baywood.com). <http://www.baywood.com/Journals/PreviewJournal.asp?Id=0047-2816>.

Contains essays on oral, as well as written communication, for purposes from pure research to business and industry needs.

2-172-E. *Journal of the Association of Legal Writing Directors.* Irregular. 2002-present. (619-297-9700; fax: 619-296-4284; email: JALWD@tjssl.edu). <http://www.alwd.org/>.

According to its mission, this journal publishes articles that 1) develop the theory and research the practice of legal writing, as well as 2) apply theoretical and research findings from law and other disciplines to improve the practice and the teaching of professional legal writing.

2-173-ER. *Management Communication Quarterly: an International Journal.* Thousand Oaks, CA: Sage Publications, Inc. Quarterly. 1987-present. (805-499-0721; fax: 805-499-0871; email: info@sagepub.com). <http://www.sagepub.com/>.

Brings together communication research from many fields, with a focus on managerial and organizational effectiveness.

2-174-E. *Motivational Manager, The.* Chicago, IL: Lawrence Ragan Communications, Inc. Monthly. 1980-present. (800-878-5331 or 312-960-4140; fax: 312-960-4106; email: cservice@ragan.com). <http://www.ragan.com/>.

Includes tips, quotes, anecdotes, and stories for speakers and speechwriters.

2-175-E. *Newsletter on Newsletters: News, Views, Trends and Techniques for the Newsletter and Specialized Information Professional.* Rhinebeck, NY: Newsletter on Newsletters Bi-monthly. 1964-present. (845-876-5222; fax: 845-876-4943; email: newsonnews@aol.com). <http://www.newsletterbiz.com>.

Creates an information base of newsletters for publishers, information providers, editors, bankers, investment advisors, brokers and anyone involved in the newsletter and special publishing industry, including the Internet.

2-176-E. *OnSpeechwriting* (276-393-7307; email: fletcher@thespeechwriter.com). <http://www.thespeechwriter.com/>.

A free Internet newsletter with helpful tips and insights on speechwriting, listings of helpful Internet links, as well as other resources. Published by speechwriter Fletcher Dean. Features "Speech of the Month" column with full script of speeches, such as a speech by the Governor of Virginia.

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2-177. *Phone Sales Presentations for Service-Type Businesses, Etc. – A Newsletter.* Denver, CO: Prosperity & Profits Unlimited Distribution Services. Irregular. 1991-present. (303-575-5676; fax: 970-292-2136; email: mail@curriculumresourceonline.com). <http://www.telemarketingscripts.20m.com/>.

Provides scripts for telemarketing presentations for various types of businesses.

2-178-E. *Presentations (Minneapolis, Minn.)*. Minneapolis, MN: V N U Business Publications. Monthly. 1988-present. (800-255-2824 or 847-647-7987; fax: 847-647-9566; email: RE@halldata.com). http://www.presentations.com/presentations/about_us/contacts.jsp.

Great source for real cases, practical advises, experience, and tips. Articles are written by presentation masters who advise executives from Wal-Mart, Ford, Black & Decker and other Fortune 500 companies. Articles can be reprinted with permission. Anyone is free to make one copy for personal use, which includes one photocopy, one printed copy, one email copy, or posting an HTML link (without text or photos). This includes use by a student for an academic purpose.

2-179-E. *Ragan Report:* a weekly survey of ideas and methods for communication executives. Chicago, IL: Lawrence Ragan Communications, Inc. 1970-present. (800-878-5331 or 312-960-4140; fax: 312-960-4106; email: cservice@ragan.com). <http://www.ragan.com/ME2/Sites/default.asp>.

A weekly newsletter for corporate communicators and public relations professionals. Tips on how to best tackle daily challenges with timely insight on the latest trends, expert advice from leaders in the field and case studies of how to deal with critical issues in the global environment.

2-180-E. *Speechwriter's Newsletter.* Chicago, IL: Lawrence Ragan Communications, Inc. Monthly. 1980-present. (800-878-5331 or 312-960-4140; fax: 312-960-4106; email: cservice@ragan.com). <http://www.ragan.com/ME2/Sites/default.asp>.

Includes observations, tips, quotations, trends, and news items on speechwriting. Features “Speech of the Month” and “Speechwriter’s Idea Files” columns.

2-181-ER. *Studies in Communication Sciences.* Switzerland: Universita della Svizzera Italiana, Facolta di Scienze della

Comunicazione. Semi-annually. 2001-present. Text in English. (41-91-9124646; fax: 41-91-9124647; email: <mailto:info@scoms.ch>). <http://www.scoms.ch/>.

An international journal publishes original articles of high quality in all areas of communication, including linguistics, semiotics, rhetoric, media, mass communication, corporate and institutional communication, management of communication, information and communication technology, formal models of communication, communication in educational environment, intercultural communication, sociology and psychology of communication.

2-182-ER. *T + D*. Alexandria, VA: American Society for Training & Development. Monthly. 1945-present. (703-683-8100; fax: 703-683-9591). <http://www.astd.org>.

Formerly Training & Development Journal, it reflects the interests of management and personnel practitioners. Considerable emphasis is placed on good communication, technical and organizational communication. It reports on the emerging trends, proven best practices and how-to information through case studies.

2-183-E. *Teaching English in the Two-Year College*. Urbana, IL: National Council of Teachers of English. 4 times a year in September, December, March, and May. 1974-present. (800-369-6283 or 217-328-3870; fax: 217-328-0977; Email: rsmith@ncte.org). <http://www.ncte.org/pubs/journals/tetyc>.

Although the title implies for instructors of English in two-year colleges, it is also good for teachers of first- and second-year composition in four-year institutions. TETYC publishes theoretical and practical articles on composition, developmental studies, technical and business communication, literature, creative expression, language, and the profession.

2-184-E R. *Technical Communication*. Arlington, VA: Society for Technical Communication. Quarterly. 1953-present. (703-522-4114; email: stc@stc.org). <http://www.stc.org/>.

This journal has offers of professional interest to technical communicators. Practical articles for technical writers and editors are stressed. Most of them are written by working professionals and feature problem-solving approaches to writing, editing, production, management and teaching.

2-185-ER. *Technical Communication Quarterly* (Formerly (until 1992): *Technical Writing Teacher*). St. Paul, MN:

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Association of Teachers of Technical Writing (via Dept of Rhetoric, University of Minnesota). Quarterly. 1973-present. (612-624-9729; fax: 612-624-3617) <http://www.attw.org>.

Supports technical writing for teachers. There are exercises, assignment and programs for classroom use. It also includes book and software reviews.

2-186-ER. *Western Journal of Communication.* Tempe, AZ: Arizona State U. Quarterly. 1937-present. (480-965-6650; fax: 480-965-6650; email: Daniel.canary@asu.edu) <http://www.westcomm.org>.

Contains information about all areas of communication of original scholarly manuscripts which advance the understanding of human communication: rhetorical and communication theory, interpersonal and intercultural communication, media studies, cultural and critical theory, language behavior, performance studies, small group communication, freedom of speech, gender studies, and applied communication in health, family relationships, and organizations among other contexts.

2-187. *Writing That Works: the Business Communications Report.* Springfield, VA: Writing That Works Communications Concepts, Inc. Monthly. 1990?-present. (703-643-2200; fax: 703-643-2329; email: concepts@writingthatworks.com) Free email newsletter: *Writer's Web Watch*

Devoted to practical writing tips for business communicators with a focus on writing techniques, style and usage, managing publications, online publishing, and PR and marketing issues. It offers practical methods to quickly and easily produce newsletters, brochures, websites, sales letters, annual reports and other business materials.

2-188-ER. *Written Communication: An International Quarterly of Research, Theory, and Application.* Thousand Oaks, CA: Sage Publications, Inc. 1984-present (800-818-7243 or 805-499-0721; fax: 805-499-8096). <http://www.sagepub.com/journal.aspx?pid=24>

Provides a forum for ideas, theoretical viewpoint, and methodological approaches that better define and further develop thought and practice in the study of the written word. It incorporates a multidisciplinary approach to include articles that represent a broad range of research paradigms and methodologies. Regularly features pieces from a variety of fields including: composition, journalism, technical communication, etc.

WEBSITES

2-189. Acronym Finder <http://www.acronymfinder.com>

360,000+ definitions for acronyms, abbreviations and initialisms. One can search by exact acronyms, wildcard, or reverse lookup keywords. It has links to online dictionary, online encyclopedia and spelling.

2-190. Acronyms <http://www.acronymsearch.com/>

A searchable website which is updated every couple of days. “There are over 40,000 acronyms and abbreviations in many categories, including chat, computer, military, finance, accounting, airports, sports, and more.”

2-191. American Communication Association Studies Center for Business Communication.

<http://www.americancomm.org/studies/businesscomm.html>

This page provides links to various academic, corporate, and consulting sites. The links are organized into three areas: basic research, business applications and business communication skills. Hot links to full-text ejournals, bibliographies, and conference and workshop information. It’s searchable by key words.

2-192. AskOxford <http://www.askoxford.com/betterwriting>

A free website hosted by Oxford University Press provides essential hints and guides for better writing. Includes quotations phrases and tips of the week.

2-193. Association for Business Communication

<http://www.businesscommunication.org/>

The ABC site contains list of resources for business, managerial, and professional communication. Useful resources for special interest groups, and publications.

2-194. Bartleby.com <http://www.bartleby.com/cambridge/>

Includes encyclopedia, dictionary, quotations, thesaurus and proper English usage.

2-195. Britannica Online <http://www.britannica.com/>

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Users can access a wealth of information arranged in A-Z alphabetical order, by subject, also links to world atlas and *Merriam-Webster's Online Dictionary*. Examples on citing the resources in MLA and APA styles also provided.

2-196. Business Communication Resources

<http://www.mhhe.com/business/buscom/lesikar/student/resources.htm>

Maintained by the McGraw Hill Higher Education division. Resources on business communication, including downloadable PowerPoint templates. Also includes “cross-cultural” information and country insights.

2-197. Business English

<http://www.linguarama.com/ps/index.html>

A self-study website hosted by Linguarama International: language training for business. The content is divided by the following categories: themes, vocabulary, grammar, reading, polite English and more. “It is intended to help students improve their business English, either during or after their Linguarama course.” Each issue has a theme on which many of the exercises are based, for example, sales, personnel, cross culture, finance, marketing, business communication, insurance, quality, legal English, technology, banking or retailing. Online exercises on reading, writing, grammar, pronunciation, style, vocabulary and usage and each exercise has an answer key so that users can correct their work at real-time.

2-198. Business Planning

<http://www.bspage.com/1start/start6.html>

Provides examples on how to format and write a winning business plan and how to manage a small business.

2-199. Executive Planet

<http://www.executiveplanet.com/community/default.asp>

Provides information and expert advice on international business culture, customs and protocol arranged by countries with national flags. Each guide is written by an expert with personal credentials disclosed. The *Executive Planet* guides to doing business worldwide contain the following articles: Let’s make a deal; Prosperous entertainment; Appointment alert; Gift giving; First name of title; Public behavior; Business dress; Conversation.

2-200. Guide to Grammar and Writing

<http://www.ccc.commnet.edu/grammar/>

Sponsored by the Capital Community College Foundation, Hartford, Connecticut. Offers guidance on how to write different forms of communication: letters, memorandums, research papers, cover letters and resumes. User can search the following categories: word & sentence level, paragraph level, essay & research paper level, ask grammar, quizzes, search devices, peripherals & PowerPoints presentations. Requires the latest version of Adobe Acrobat reader to read the documents. Site works best with recent versions of Internet Explorer and Netscape Navigator (6.0+).

2-201. Knowthis.Com

<http://www.knowthis.com/general/marketplan.htm>

This is a Virtual Marketing Library, the section “Writing a Marketing Plan & Sample Marketing Plans” provides extensive information on how to write a marketing plan and samples. This is a knowledge source site for marketing professionals.

2-202. National Center for ESL Literacy Education

<http://www.cal.org/nclc/>

Housed at the Center for Applied Linguistics in Washington, DC., the National Center for ESL Literacy Foundation (NCLC) was established in 1988 by Congress. NCLC is the only national information center focusing on "the language and literacy education of adults and out-of-school youth learning English". visitors can also peruse (or sign up to receive) the semiannual publication "NCLCnotes" or read the organization's latest topical briefs which summarize current trends in adult ESL education, policy, and outreach.

2-203. OWL Writing Lab at Purdue University

<http://owl.english.purdue.edu/internet/resources/index.html>

Provides links to comprehensive resources, such as dictionaries, style and citation manuals, internet resources, research tools, etc. Resources are for general writing, and scientific and technical writing as well.

2-204. Plain English Network (PEN)

<http://www.plainlanguage.gov/>

The Plain English Network (PEN) is “a government-wide group of volunteers working to improve communications from the federal government to the public. We believe better communication will increase trust in government, reduce government costs, and reduce the burden on the public.” Documentations such as “Writing user-friendly document” are available online or for downloading in PDF or Word, Word Perfect format.

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Under “HOW TO”, it provides guidelines and links to other useful sites with full-text documents: drafting handbook, drafting legal documents, etc.

2-205. Presentations

http://www.presentations.com/presentations/about_us/index.jsp

A VNU Networks website offers “a comprehensive presenter's resource providing instant access to up-to-date information on technology and techniques for effective communication.” Presentation magazine offers tips and techniques, such as how to deliver a motivated presentation. Free subscription available to qualified applicants. Keyword search available to get free articles from back issues.

2-206. Scientific & Technical Writing: Selected Library Resources <http://library.usask.ca/engin/guides/tecwrite.html>

Provides excellent resources on how to write a research report or proposals, with links to style guides and standards, both American and Canadian.

2-207. Technical Writing

<http://freelancewrite.about.com/cs/a.htm>

<http://techwriting.about.com/cs/businesswriting/>

About Headquarters 1440 Broadway, New York, NY, 10018
phone: 212-204-4000; General contact: reachus@about-inc.com

About.com provides a wide range of topics and in-depth coverage with resources on desktop publishing, grant writing, technical writing, etc. with tips and examples. The web site is fully searchable not only from its home page, but also throughout its links.

2-208. Webopedia <http://www.pcwebopedia.com/>

A great source for technological terms and acronyms with definition, history and links to related sites and references.

2-209. Writer's Block, Writing Tips

<http://www.writersblock.ca/index.htm>

This site, based in Ottawa Canada, includes basic tips, such as abbreviations, capitalization, punctuations, word usage, writing style. Essays and feature articles on various business writing.

2-210. Writer's Workshop

<http://www.english.uiuc.edu/cws/wworkshop/index.htm>

A resourceful web site developed by the English Department at the University of Illinois at Urbana-Champaign. It provides tips and techniques on writing cover letters, personal statements, resumes, proposals, and general and practical writing advice, using correct grammar, punctuations, proper use of quotations and online critiques.

The ESL resources provide an annotated collection of sites for students and teachers of English as a Second Language. Links are grouped by various topics.

2-211. Written Communications: Choosing Words Wisely

<http://www.english.eku.edu/wisewords/links.htm>

Hosted by Eastern Kentucky University, and created by students in the Advanced Technical Writing and Document Production class. It provides useful links for business writings, preferences in word choice, etc.

Chapter 3

INFORMATION SOURCES

Sometimes, during this age of real-time information, there is a need for quick answers to business communication questions. Books and databases can provide an effective if often, time-consuming answer. Alternative sources like websites and telephone referral services at agencies and grammar hotlines can often provide quicker responses to business communication needs. This chapter is a guide to solving business communication problems with information obtained from national associations, government agencies, grammar hotlines, book publishers, and research institutions. By adding to the print and database sources available, these associations, agencies, and services can assist in improving both written and oral business communication.

Effective business writing requires a working knowledge of grammar and punctuation rules that many of us have forgotten through disuse. Grammar hotlines, usually associated with colleges and universities, have developed in response to this need. Hotline staff answer punctuation, grammar, and usage needs over the telephone. Select U.S. agencies publish significant journals and reports related to business and technical information. The agencies will also respond to business communication and technical needs by replying to telephone or email queries.

National associations and research institutions engage in important research, sponsor publications (newsletters and journals), and conduct meetings (seminars and conferences). Research, publications, and meetings serve as an important forum for networking and the exchange of ideas within the industry. Association membership, subscriptions, and telephone referral as well as website access can also provide needed business information and assistance. Finally, while university and public libraries can always be used for obtaining needed business communication books, these books can also be ordered directly from their publishers.

ASSOCIATIONS

3-001. American Chamber of Commerce Executives (ACCE). c/o Dina Lewis, 4875 Eisenhower Avenue, Suite 250, Alexandria, VA 22309-9950. (703-998-0072, fax 703-212-9512) (<http://www.acce.org>)

This association of communication directors, editors, advertising managers, business managers and other administrative, executive and creative personnel provides a communications advisory service. Members are assisted with the development and improvement of communications programs and speakers bureaus. Website has sections on networking, professional development, message boards, and book reviews.

3-002. Academy of Management. P.O. Box 3020, Briarcliff Manor, New York 10510-8020. (914-923-2607, fax 914-923-2615) (<http://www.aomonline.org/>)

One of the leading associations for dissemination and knowledge creation in the fields of management and organization. For management professors and business executives who have contributed to the written literature of the management field. The association publishes four journals which include the *Academy of Management Executive*, the *Academy of Management Review*, *Academy of Management Executive*, *Academy of Management Learning and Education* as well as conference proceedings.

3-003. American Society of Business Publication Editors. 710 East Ogden Ave., Suite 600, Naperville, IL 60563-8603. (630-579-3288, fax 630-369-2488) (<http://www.asbpe.org>)

For editors of business and technical publications, the society researches editorial problems and practices. It acts as a forum for the exchange of ideas between members. Their website includes conference information, an online newsletter, employment information and links to sites on publishing and journalism.

3-004. American Society for Information Science and Technology. 1320 Fenwick Lane, Suite 510, Silver Spring, Maryland 20910. (301-495-0900, fax 301-495-0810) (<http://www.asis.org/>)

Formed by those interested in the use, organization, storage, retrieval, evaluation and dissemination of information, the association fosters the improvement of the information transfer process through research and education. The association, in fostering discussion, publishes the *Journal of the American Society for*

Information Science and the *Annual Review of Information Science and Technology*.

3-005. American Society for Training and Development. Box 1443, 1640 King Street, Alexandria, VA 22313-2043. (703-683-8100, fax 703-683-8103) (<http://www.astd.org/>)

This association for training and development professionals acts as a clearinghouse, undertakes research, and serves as a center of resources on human resource development. Publications include the *T +D Journal* and the *ASTD Buyer's Guide* and *Consultants Directory*. The website includes links to the association's benchmarking service, conference information, books published by ASTD, research, and professional development.

3-006. American Society of Indexers. 10200 West 44th Avenue, Suite 304, Wheat Ridge, CO 80033. (303 463-2887, fax 303 422-8894) (<http://www.asindexing.org>)

Works to improve the quality of indexing and adherence to standards. Members include professional indexers, librarians, editors, publishers and organizations who index books, databases, and periodicals, teach courses and conduct research on indexing problems. The group's website includes resources for editors and authors.

3-007. Association for Business Communication. Baruch College, One Bernard Baruch Way, New York 10010. (646-312-3727, fax 646-349-5297) (<http://www.businesscommunication.org/>)

This is the core association for those in the business and technical writing profession. The association publishes the *Journal of Business Communication*, which covers theoretical research in business communications from a broad interdisciplinary viewpoint, and *Business Communication Quarterly*, which covers teaching business communication. The website has links to resources on organizations and publications as well as the usual association conference and membership information.

3-008. Association for Education in Journalism and Mass Communication. 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667. (803-798-0271, fax 803-772-3509) (<http://www.aejmc.org/>)

The professional organization of college and university journalism teachers, it seeks to improve teaching methods and stimulate research. The association compiles statistics and puts out several journals, among them *Journalism and*

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Mass Communication Educator and *Journalism and Mass Communication Quarterly*. The archive of AEJMC publications can be searched through <http://list.msu.edu/archives/aejmc.html>.

3-009. Association of Professional Communication

Consultants. 3924 S. Troost, Tulsa, OK 74105-3329. (918-743-4793) (<http://www.consultingsuccess.org/index.htm>)

Provides networking opportunities and information on business operation and consulting problems for members. Members may be consultants, trainers, writers and editors who work in corporate, private, government and academic settings.

3-010. Association of Teachers of Technical Writing. c/o Brenda Sims, University of North Texas, P.O. Box 311307, Denton, TX 76203. (940-565-2115) (<http://www.attw.org/>)

Its primary purpose is to promote communication among technical writing teachers and technical communicators from government and industry. The association sponsors meetings and publishes the *Technical Communication Quarterly*, with articles on research, theory, and pedagogical methods. Must register in order to access the website.

3-011. British Association of Communicators in Business. Suite A, First Floor, Auriga Building, Davy Avenue, Knowlhill, Milton Keynes, MK5 8ND, England. (0870-121-7606, fax 0870-121-7601) (<http://www.cib.uk.com/>)

Founded in 1949, provides a support network for freelance, in-house, and or agency communications as well as an information exchange among members (journalists, editors, designers, photographers, communication strategists, video producers and printers). Publishes *Communicators in Business (CIB)*. Website features CIB E-zine, news, training information, and freelance forum.

3-012. Canadian Association of Teachers of Technical Writing. c/o Dr. Celine Beaudet, Department of Lettres & Communications, University of Sherbrooke Quebec, QC, Canada J1K 2R1. (819-821-8000) (<http://io.uwinnipeg.ca/~agoldric/CATTW-ACPRTS/CATTWNewindex.html>)

Promotes the study of technical writing for teachers, students and others. Seeks to facilitate the professional advancement of technical writing instructors. The website features links to resources, online publications and a discussion group. Site can be viewed in French or English.

3-013. Commonwealth Association for Education in Journalism and Communication. Faculty of Law, University of Western Ontario, London, ON, Canada N6A 3K7. (519-661-3348, fax 519-661-3790)

For journalism and communications educators, the association provides a clearinghouse on journalism and communications education and seeks to raise standards in teaching and research.

3-014. Conference on College Composition and Communication. 1111 W. Kenyon Road, Urbana, IL 61801-1096. (217-328-3870, fax 217-328-0977, toll-free 800-369-6283) (<http://www.ncte.org/cccc>)

While primarily an organization of college and university teachers of composition and communication, the group has relevance for teachers of technical and business writing. Among its publications is *College Composition and Communication*, with articles on the study and teaching of writing. Website serves as a clearinghouse of educator resources for educators at all levels.

3-015. Council of Communication Management. 65 Enterprise, Aliso Viejo, CA 92656. (866-463-6226, fax 949-715-6931) (<http://www.ccmconnection.com/>)

An organization of policy level individuals responsible for organizational communication, it serves as a network for the advancement of the practice of communications in business.

3-016. IEEE Professional Communication Society. 3 Park Avenue, 17th floor, New York 10016-5997. (212-419-7900, fax 212-752-4929) Email: b.w.moeller@ieee.org (<http://www.ieeepcs.org>)

The primary mission of the IEEE Professional Communication Society is to help engineers and technical communicators develop communication skills through research, continuing education, and the development of standards. Association studies, develops, and promotes communication techniques. Publishes the quarterly journal *IEEE Transactions on Professional Communication*, with abstracts searchable at the website.

3-017. International Association of Business Communicators. 1 Hallidie Plaza, Suite 600, San Francisco, CA 94102. (415-544-4700, fax 415-544-4747, 1-800-776-4222) (<http://www.iabc.com/>)

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Composed primarily of business and industry professionals, organization communication is researched, establishment of college-level curricula encouraged, and the exchange of ideas fostered. *Communication World* is published for those in the public relations and organizational communication fields.

3-018. International Communication Association. 1730 Rhode Island Avenue, NW, Suite 300 Washington, DC 20036. (202-530-9855, fax 202-530-9851) (<http://www.icahdq.org/>)

The association brings together academicians and other professionals whose interest is focused on human communication. Through its Divisions and Interest Groups, publications, and the systematic study of communication theories, processes and skills are promoted. The association publishes *Human Communication Research*, the *Journal of Computer-Mediated Communication*, the *Journal of Communication*, and *Communication Theory*. Members have access to both abstracts and full text of the journals online.

3-019. International Council for Technical Communication. c/o EBDI Institute AG, Kohlrainstrasse 10, CH-8700, Kuesnacht, Switzerland. (41-22-026040, fax 41-22-026050) (<http://www.intecom.org/dynindex.html>)

International society based in thirteen countries works to establish standards, codes of practice, and training for communication of technical and related information. Website features links to resources for technical communication.

3-020. International Society for General Semantics. P.O. Box 1565, Fort Worth, Texas 76101. (817-886-3746, fax 817-810-0105) (<http://www.generalsemantics.org/>)

The society promotes inquiry into general semantics through publications, lectures, and research. Members are educators, business and professional people, scientists and others interested in semantics and improving communication. Website features an online library, educational resources, and networking forums.

3-021. National Council of Teachers of English. 1111 Kenyon Road, Urbana, IL 61801-1096. (217-328-3870, fax 217-328-9645, toll-free 800-369-6283) (<http://www.ncte.org>)

An organization of English teachers from all levels which promotes teaching effectiveness. Several important journals published by N.C.T.E. have articles on business and technical writing, including *College Composition and Communication* and *Teaching English in the Two-Year College*.

3-022. National Writers Association. 3140 S. Peoria Street, #295PMB, Aurora, CO 80014. (303-841-0246, fax 303-841-2607) (<http://www.nationalwriters.com/>)

An organization of freelance writers, it serves to establish communication between editors and writers and as a marketplace for those seeking writers. Offers marketing, editing and research assistance.

3-023. Society for Technical Communication. 901 N. Stuart Street, Suite 904, Arlington, VA 22203-1822. (703-522-4114, fax 703-522-2075) (<http://www.stc.org/>)

This group consists of those professionally engaged in or interested in some phase of technical communication. It seeks to advance the theory and practice of technical communication in all media. Website features information on publications, educational opportunities, and networking.

3-024. Society of Publication Designers. 60 E. 42nd Street, Suite 721, New York 10165. (212-983-8585, fax 212-983-2308) (<http://www.spd.org/>)

SPD remains the only organization specifically addressing the concerns of trade, corporate, institution, newspaper, and consumer editorial art directors. Acts as a clearing-house for employers seeking talented people, and members seeking new career opportunities.

GOVERNMENT AGENCY INTERNET ADDRESSES AND TELEPHONE NUMBERS

The agencies of the U.S. government prepare a variety of reports and other documents. These can be located with the databases, indexes and resources described in Chapter 2. Information about the departments, their activities and personnel can be found through the resources such as directories listed in Chapter 1. The agencies will answer telephone queries about publications and other informational needs. Often the websites hosted by these agencies include the complete text of reports and other documents. For those reasons, the telephone numbers, websites and addresses of important agencies and departments are given here. The information is current as of August 30, 2004.

3-025. Bureau of the Census.

URL	http://www.census.gov
Information	301-763-INFO (4636)
Fax	301-457-2511
Address	4700 Silver Hill Road Washington DC 20233-0001

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3-026. Bureau of Labor Statistics.

URL <http://www.bls.gov/>
Information 202-691-5200
Fax 202-691-6325
Address Postal Square Building
2 Massachusetts Ave., NE
Washington, DC 20212-0001

3-027. Department of Commerce.

URL <http://www.commerce.gov/>
Telephone 202-482-4883 (Office of the Secretary)
Fax 202-482-5180
Address 1401 Constitution Avenue, NW
Washington, DC 20230

3-028. Department of Education.

URL <http://www.ed.gov/index.jhtml>
Toll-free 800-USA-LEARN
Address 400 Maryland Avenue, SW
Washington, DC 20202

3-029. Department of Labor.

URL <http://www.dol.gov/>
Information 1-866-4-USA-DOL
TTY 1-877-889-5627
Address 200 Constitution Avenue, NW
Washington, DC 20210

3-030. International Trade Administration.

URL <http://www.ita.doc.gov/>
Telephone 1-800-USA-TRADE
Email tic@ita.doc.gov

3-031. Minority Business Development Agency.

URL <http://www.mbda.gov/>
Phone 1-888-324-1551
Email help@mbda.gov
Address 1401 Constitution Avenue, NW
Washington, DC 20230
202-501-4698

3-032. National Institute of Standards and Technology.

URL <http://www.nist.gov>
Information 301- 975-6478
TTY 301- 975-8295
Fax 301-926-1630
Email inquiries@nist.gov
Address 100 Bureau Drive, Stop 3460
Gaithersburg, MD 20899-3460

3-033. National Technical Information Service.

URL <http://www.ntis.gov>
Information 703- 605-6585
Email helpdesk@ntis.gov
Address 5285 Port Royal Road
Springfield, VA 22161

3-034. Securities Exchange Commission.

URL <http://www.sec.gov>
Information 202-942-8088
TTY 202-942-7114
Pub. Affairs 202-942-0020
Email publicinfo@sec.gov
Address 450 Fifth Street, NW
Washington, DC 20549

3-035. Small Business Administration.

URL <http://www.sbaonline.sba.gov/>
Information 800-827-5722
TTY 704-344-6640
Email answerdesk@sba.gov
Address 409 Third Street, SW
Washington, DC 20416

3-036. U.S. Federal Government Agencies Directory.

URL <http://www.lib.lsu.edu/gov/fedgov.html>

GRAMMAR HOTLINES

A grammar hotline is a list of phone numbers or email addresses that can be contacted for answers to short questions about writing. Writing questions may be on grammar, syntax, diction, punctuation, or spelling. Generally faculty members, graduate students, former teachers, or editors staff the hotlines.

Since hotlines operate at colleges and universities, they are staffed during school semesters, and will often reduce or suspend service between semesters and during summer.

3-037. Grammar Hotline Directory. Tidewater Community College, Writing Center, 1700 College Crescent, Virginia Beach, VA 23456. (757-882-7170) Email: writcent@tcc.edu
<http://www.tcc.edu/students/resources/writcent/index.htm>

Tidewater Community College provides a 2002-2003 Grammar Hotline Directory free of charge on the web at
<http://www.tcc.edu/students/resources/writcent/GH/hotlinol.htm>

The 2002-2003 directory is organized alphabetically by state in the United States, followed by Canada. The Center's website also has links available for tutorials and specific guidelines on writing, papers, reports, bibliographies, essays, etc.

PUBLISHERS OF BUSINESS AND TECHNICAL COMMUNICATION BOOKS

The following addresses, telephone numbers, and web addresses are current as of August 30, 2004.

3-038. Acropolis Books. 8601 Dunwoody Place, Suite 303, Atlanta, Georgia 30350-2509. (770-643-1118, fax 770-643-1170, toll-free 800-773-9923) (<http://www.acropolisbooks.com>)

3-039. Addison-Wesley. Boston office: 75 Arlington Street, Suite 300, Boston, MA 02116. (617-848-75001) Texts in Computer Science, Economics, Finance, Mathematics, and Statistics. San Francisco office: 1301 Sansome Street, San Francisco, CA 94111. (415-402-2500, fax 415-402-2590). Texts in Anatomy & Physiology, Biology, Chemistry, Health &

Kinesiology, Microbiology, and Physics & Astronomy.
 (<http://www.awl.com/>)

3-040. Alfred Publishing Company. P.O. Box 10003 Van Nuys, CA, 91410-0003. (818-891-5999, fax 818- 891-2369) Email: customerservice@alfred.com
 (<http://www.alfredpub.com>)

3-041. Allyn and Bacon/Longman. Editorial address: 160 Gould St., Needham Heights, MA 02194. (toll-free 800-278-3525, fax 800-445-6991); Orders: 200 Old Tappan Road, Old Tappan, NJ 07675. (toll-free 800-223-1360) (<http://www.ablongman.com/>)

3-042. AMACOM. Editorial address: 1601 Broadway, 12th Floor, New York 10019. (212-586-8100, fax 212-903-8168, toll-free 800-262-9699); Orders: (800-250-5308, fax 518-891-2372) Email: pubs_cust_serv@amanet.org
 (<http://www.amanet.org/books/index.htm>)

3-043. American Institutes for Research. 1000 Thomas Jefferson Street, NW, Washington, DC 20007-3835. (202-403-5000, fax 202- 403-5001) (<http://www.air-dc.org/>)

3-044. American Society of Association Executives. 1575 I Street, NW, Washington, DC 20005. (202-371-0940, fax 202-371-8315, 888- 950-2723)
 (http://www.asaenet.org/asae/cda/public_home/)

Arco Publishing see Palgrave Macmillan

3-045. Ashgate Publishing Company. PO Box 2225, Williston, VT 05495-2225. (toll-free 800-535-9544 US and Canada, 802-862-0095, fax 802-864-7626) Email: orders@ashgate.com
 (<http://www.ashgate.com/>)

Bantam Books see Random House

3-046. Barricade Books, Inc. 185 Bridge Plaza North, Suite 308-A, Fort Lee, NJ 07024. (201-944-7600, fax 201-944-6363) Email: customerservice@barricadebooks.com

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(<http://www.barricadebooks.com>)

3-047. Barron's Educational Series, Inc. 250 Wireless Blvd, Hauppauge, NY 11788-3917. (toll free 800-645-3476, fax: 631-434-3732) Email: fbrown@barronseduc.com
(www.barronseduc.com)

Bobbs-Merrill see Palgrave Macmillan

3-048. Bowker, R.R. 630 Central Road, Ave., New Providence, NJ 07974. (908-286-1090, toll-free 800-526-9537); Customer service (888-269-5372, option 2 fax: 908-219-0098) Email: CustomerService@bowker.com (<http://www.bowker.com>)

3-049. Bureau of National Affairs, Inc. Editorial address: 1231 25th Street, NW, Washington, DC 20037. (toll-free 800-372-1033), BNA Books: 1231 25th St. NW, Washington DC 20037. (202-452-4343, fax: 202-452-4997) Email: books@bna.com. (<http://www.bna.com/>)

Business Books see RDS Associates, Inc.

Butterworth-Heinemann see Reed Elsevier

Carol Publishing Group see Kensington Publishing

3-050. Conference Board, Inc., The. 845 Third Avenue, 3rd Floor, New York 10022-6679. (212-759-0900, fax: 212-980-7014); Customer service: (212-339-0345, fax: 212-836-9740) (<http://www.conference-board.org/>)

3-051. Contemporary Publishing Company of Raleigh, NC. 6001-101 Chapel Hill Road, Raleigh, NC 27607. (919-851-8221, fax: 919-851-6666) (<http://www.contemporarypublishing.com/>)

Dame Publications see Thomson/South-Western Publishing Company

Dell Publishing see Random House

3-052. Delmar Learning. Editorial address: 5 Maxwell Dr., PO Box 8007 Clifton Park, NY 12065 – 8007. Customer service and orders: (toll-free 800-347-7707, fax: 800-487-8488); Orders: Thomson Learning, Attn: Order Fulfillment, P.O. Box 6904 Florence, KY 41022-7625. (<http://www.delmarlearning.com/>)

Dembner Books see Barricade Books, Inc.

Digital Press see Reed Elsevier

3-053. Dow Jones & Company, Inc. 200 Liberty Street, New York 10281. (212-416-2000) (<http://www.dj.com/>)

Elsevier Science see Reed Elsevier

3-054. Facts on File. 132 West 31st Street, 17th Floor, New York 10001. (toll-free 800-322-8755, fax 800-678-3633) Email: CustServ@factsonfile.com (<http://www.factsonfile.com/>)

3-055. Fell, Frederick, Publishers. 2131 Hollywood Boulevard, Suite 305, Hollywood, FL 33020. (954-925-5242, fax 954-925-5244) (<http://www.fellpub.com/>)

3-056. Financial Times Knowledge. New York Institute of Finance, 1330 Avenue of the Americas, 10th Floor, New York, 10019. (212-641-6616, fax 212-641-6309) (<http://www.nvif.com/>)

Free Press see Simon & Schuster

Gorsuch Scarisbrick see Prentice Hall

Gower Publishing see Ashgate Publishing Company

3-057. Greenwood Publishing Group, Inc. Editorial address: 88 Post Road W., Westport, CT 06881-5007. Orders: P.O. Box 5007, Westport, CT 06881. (203-226-3571) Customer service: P.O. Box 6926, Portsmouth, NH 03802-6926. (toll free 800-225-5800, fax 603- 431-2214) Email: sales@greenwood.com (<http://www.greenwood.com/>)

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3-058. Gulf Publishing Company. P.O. Box 2608, Houston, Texas 77252. (713-529-4301, fax 713-520-4433) Email: kc@gulfpub.com(<http://www.gulfpub.com/>)

3-059. Harcourt Education. 6277 Sea Harbor Drive, Orlando, FL 32887. (407-345-2000, toll-free 888-677-7357) Email: eCare@harcourt.com
<http://www.harcourt.com/>

HarperBusiness see HarperCollins Publishing, Inc.

3-060. HarperCollins Publishing, Inc. 10 E. 53rd Street, New York 10022-5299. (212-207-7000)
(<http://www.harpercollins.com/hc/home.asp>)

3-061. Holt, Henry & Company, LLC. 115 West 18th Street, New York 10011. (212-886-9200, fax 212-633-0748) Email: publicity@hholt.com (<http://www.henryholt.com/>)

3-062. Houghton Mifflin Company. Editorial address: 222 Berkeley Street, Boston, MA 02116. (617-351-5000, toll-free 877-859-7241) Orders: (toll-free 800-225-1464) <http://www.hmco.com/>

3-063. Institute of Electrical and Electronics Engineers. Editorial address: 445 Hoes Lane, Piscataway, NJ 08855-1331. (732-981-0060, fax 732-981-1721); Orders: (toll-free 800-678-IEEE (4333) Email: customer-service@ieee.org
(<http://www.ieee.com/portal/index.jsp/>)

3-064. Institute of Financial Education. 55 W. Monroe, Suite 2800, Chicago, IL 60603-5014. (312-364-0100, fax 312-364-0190, toll-free 800-946-0488) (<http://www.theinstitute.com>)

Irwin, Richard D. See McGraw-Hill Companies

3-065. ISI Books. 3901 Centerville Road, P.O. Box 4431, Wilmington, DE 19807-0431. (302-652-4600, fax 302-652-1760, toll-free 800-526-7022) General Information: info@isi.org Orders: orders@isi.org (<http://www.isi.org/>)

3-066. Kendall/Hunt Publishing Company. 4050 Westmark Drive, P.O. Box 1840, Dubuque, IA 52004-1840. (563-589-1000, fax 563-589-1046, toll-free 800-772-9165) Email: orders@kendallhunt.com (<http://www.kendallhunt.com/>)

3-067. Kensington Publishing. 850 3rd Ave., 16th Floor, New York 10022-6222. (toll-free 800-447-2665) Email: cpg-1@erol.com

3-068. Lebhar-Friedman Books. 425 Park Avenue, New York 10022. (212-756-5000, fax 212-838-9487) Email: info@lf.com (<http://www.lf.com/>)

3-069. Lewis Publishers. Orders: 2000 Corporate Blvd., N.W., Boca Raton, FL 33431. (407-994-0555, fax 561-998-0876, toll-free 800-272-7737) (<http://www.crcpress.com/>)

3-070. Lifetime Books, Inc. 2131 Hollywood Blvd., Hollywood, FL 33022. (954-925-5242, fax 954-925-5244, toll-free 800-771-3355)

Little, Brown and Company see Time Warner

Longman Publishing Group see Allyn and Bacon/Longman

Macmillan. See Palgrave Macmillan

3-071. McGraw-Hill Companies. Editorial address: 1221 Avenue of the Americas, New York 10020. (212-512-2000); Customer Service: P. O. Box 182604, Columbus, OH 43272. (877-833-5524, fax 614-759-3749)

Email: customer.service@mcgraw-hill.com (<http://www.mcgraw-hill.com/>)

3-072. McGraw-Hill Companies. One Prudential Plaza, 130 East Randolph ST., Suite 400, Chicago, IL 60601. (toll-free 800-621-1918); Customer service: 1750 S. Brentwood, Suite 280, St. Louis, MO 63144. (<http://www.mcgraw-hill.com/>)

Merrill Publishing Company see Palgrave Macmillan

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Morrow, William & Company see HarperCollins Publishing, Inc.

National Textbook Company see Contemporary Publishing Company of Raleigh, NC

New York Institute of Finance see Financial Times Knowledge

3-073. NFER-Nelson Publishing Company. The Chiswick Centre, 414 Chiswick High Road, London W4 5TF United Kingdom. (020-8996-8444, fax 44-020-8996-3660); Customer service: Unit 28, Bramble Road, Techno Trading Centre, Swindon, Wiltshire, SN2 8EZ United Kingdom. Email, information@nfer-nelson.co.uk, (<http://www.nfernelson.co.uk/>)

3-074. Nichols Publishing Company. P.O. Box 6036, East Brunswick, NJ 08816-6036. (732-297-2862, fax 732-940-0549)

3-075. Nolo Press. 950 Parker Street, Berkeley, CA 94710- 2524. (800-728-3555, fax 800-645-0895); Customer service: (toll free: 800-728-3555) Email: cs@nolo.com (<http://www.nolo.com>)

Oryx Press see Greenwood Publishing Company

3-076. Osborne/McGraw-Hill. 2100 Powell Street, 10th Floor, Emeryville, CA 94608. (toll-free 800-227-0900). Customer service: (877-833-5524) Email: pbg.ecommerce_custserv@mcgraw-hill.com (<http://www.osborne.com>)

3-077. Palgrave-Macmillan. 175 Fifth Avenue, New York, 10010. (212-982-3900, fax 212-777-6359, toll-free 800-221-7945) (<http://www.palgrave-usa.com/>)

3-078. Penguin Group. Editorial address: 375 Hudson Street, New York 10014-3657. (212-366-2000, fax 212-366-2666, toll-free 800-631-8571); Orders: 405 Murray Hill Parkway East Rutherford, NJ 07073. (toll-free 800-788-6262) (<http://www.penguininputnam.com/>)

Pergamon Press see Reed Elsevier

3-079. Prentice Hall. Editorial address: 240 Frisch Court, Paramus, NJ 076525240. (201-909-6200, fax 201-909-6361, toll-free 800-947-7700); Orders: 200 Old Tappan Road, Old Tappan, NJ 07675. (toll-free fax 800-445-6991, toll-free orders 800-223-1360, toll-free customer service 800-922-0579) (<http://www.prenhall.com>)

Prima Publishing. See Random House

3-080. PSI Research. P.O. Box 3727, Central Point, Oregon 97502. (800-795-4059, fax 541-245-6505) Email: information@psi-research.com (<http://www.psi-research.com>)

3-081. Ragan, Lawrence Communications. 212 W. Superior Street, No. 200, Chicago, IL 60610-3533. (312-335-0037)

3-082. Rand McNally. 8255 North Central Park, Skokie, IL 60076. (847-329-8100) (<http://www.randmcnally.com>)

3-083. Random House. 1745 Broadway, New York 10019. (212-782-9000, fax 212-302-7985, toll-free customer service/orders 800-733-3000) (<http://www.randomhouse.com>)

3-084. RDS Associates, Inc. 41 Brainerd Road, Niantic, CT 06357. (860-691-0081, fax 860-691-1145) Email: rds@businessbookpress.com (<http://www.businessbookpress.com>)

3-085. Reed-Elsevier. 1-3 Strand, London, WC2N 5JR, United Kingdom. (44-020-7930-7077, fax 44-020-7166-5799) (<http://www.reed-elsevier.com/>)

3-086. Research Press. Dept. 24W, P.O. Box 9177, Champaign, IL 61826. (217-352-3273, fax 217-352-1221, toll-free 800-519-2707) Orders: Research Press Dept. 23W, PO Box 9177, Champaign, IL 61826. (toll-free 800-519-2707, fax 217-352-1221) (<http://www.researchpress.com>)

3-087. Routledge. Editorial address 270 Madison Avenue, New York 10016. (212-216-7800); Orders: 10650 Toebben Drive,

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Independence, KY 41051. (toll-free 800-634-7064, fax 800-248-4724) Email: cserve@routledgeny.com
(<http://www.routledge-ny.com>)

3-088. St. Martin's Press. 175 Fifth Avenue, #1500, New York 10010-7703. (212-674-5151, fax 212-674-3170)
(<http://www.stmartins.com>)

3-089. Scarecrow Press. Editorial address: 4501 Forbes Blvd., Suite 200, Lanham, MD 20706. (301-459-3366, fax 301-429-5748); Orders: (717-794-3800, fax 717-794-3803; toll-free 800-462-6420, fax 800-338-4550) Email: custserv@rowman.com
(<http://www.scarecrowpress.com/>)

3-090. Science Research Associates. 8787 Orion Place, Columbus, OH 43240. (toll-free 800-468-5850)

3-091. Scott Foresman. 1 Jacob Way, Reading, MA 01867. (toll-free 800-552-2259 orders and billing)
(<http://www.scottforesman.com/>)

3-092. Simon & Schuster. Editorial address: 1230 Avenue of the Americas, New York 10020-1586. (212-698-7000, fax 212-698-7007) Customer Service Email: Consumer.CustomerService@simonandschuster.com Orders: Simon & Schuster Mail Order, 100 Front Street, Riverside, NJ 08075. (toll-free 800-323-7445) (<http://www.simonsays.com>)

3-093. Society for Technical Communications. Orders: 901 North Stuart Street, Suite 904, Arlington, VA 22203-1854. (703-522-4114, fax 703-522-2075) Email: stc@stc.org
(<http://www.stc.org/>)

South-Western Publishing Company see Thomson/South Western Publishing Company

3-094. Spon, E. and F. N. 11 New Fetter Lane, London EC4P 4EE England UK. (44-0-207-583-9855, fax 44-0-207-842-2300) Email: info.sponpress@sponpress.com
(<http://www.efnspon.com>)

- 3-095. Sterling Publishing Company.** 387 Park Ave., S., New York 10016 (212-532-7160) Email: custservice@sterlingpub.com (<http://www.sterlingpub.com>)
- 3-096. Stipes Publishing.** 204 W. University Avenue, Champaign, IL 61820. (217-356-8391, fax 217-356-5753) Email: stipes@soltec.net (<http://www.stipes.com/>)
- 3-097. Taplinger Publishing Company.** P. O. Box 175, Marlboro, NJ 07746-0175. (201-432-3257, fax 201-432-3708)
- 3-098. Thomson/South-Western Publishing Company.** 5191 Natorp Blvd., Mason, OH 45040. (800-543-0487, fax 513-229-1020) Orders: Customer Service and Ordering 10650 Toebben Drive, Independence, Kentucky 41051. (toll-free 800-354-9706, fax 800-487-8488) Email: esales@thomsonlearning.com (<http://www.swlearning.com/>)
- 3-099. Time-Warner.** 1271 Avenue of the Americas, New York 10020. (212-522-7200, fax 212-522-7991); Customer service: (800-759-0190) cust.service@twbg.com (<http://www.twbookmark.com/>)
- 3-100. University of Michigan Press.** P.O. Box 1104, Ann Arbor, MI 48106-1104. (734-764-4388, fax 734-936-0456) Orders: c/o Chicago Distribution Center, 11030 South Langley Avenue, Chicago, IL 60628. (800-621-2736, fax 800-621-8476) Email: custserv@press.uchicago.edu (<http://www.press.umich.edu/>)
- 3-101. Van Nostrand Reinhold.** Studio 8, 96 Albion St., Surrey Hills, NSW 2010 Australia. (612-9281-5454, fax 612-92115168, toll-free 800-926-2665) Email: vnr@vnr.com.au (<http://www.vnr.com/>)

Wadsworth Publishing Company see Thomson/South-Western Publishing Company

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3-102. Washington Researchers. 1655 N. Ft. Myer Drive, Suite 800, Arlington, VA 22209. (703-312-2863, fax 301-251-9526) (<http://www.washingtonresearchers.com/>)

3-103. West/Thomson. 610 Opperman Drive, Eagan, MN 55123. (651-687-7000) Customer service: P.O. Box 64833, St. Paul, MN 55164-0833. (toll-free 800-328-4880, fax -800-340-9378) west.customer.service@thomson.com (<http://www.westpub.com>)

3-104. Wiley, John & Sons, Inc. Editorial address: 111 River Street, Hoboken, NJ 07030-5790. (201-748-6000, fax 201-748-6088); Orders: 10475 Crosspoint Blvd., Indianapolis, IN 46256. (877-762-2974, fax 800-597-3299) Email: consumers@wiley.com (<http://www.wiley.com/>)

RESEARCH INSTITUTIONS

3-105. Center for Advanced Management Programs. University of Houston - Clear Lake 2700 Bay Area Boulevard, Houston, TX 77058. (281-283-3121, fax 281-283-3123) (<http://www.cl.uh.edu/bpa/camp/camp.htm>)

The center offers professional development seminars, program needs assessment, preparation for professional certification examinations, individual and/or small group instruction on all traditional business administration subjects, and assistance in identifying training areas and in designing programs of technical and management training.

3-106. Center for Communication Research. Indiana State University, Reeve Hall, Room 424, Terre Haute, IN 47809. (812-237-3257, fax 812-237-3217)

Formerly the Human Interaction Research Laboratory, research focuses on interpersonal, group, and mass communication.

3-107. Center for Communication Research. University of Wisconsin-Madison, 821 University Avenue, Madison, WI 53706. (608-263-3921)

The center performs research in interpersonal, small group and mass communications.

3-108. Center for Research on Writing and Communication Technologies. Colorado State University, C-225 Clark Building, Fort Collins, CO 80523-1785. (970-491-5674, fax 970-491-2908) Email: dzimmerman@vines.colostate.edu
(<http://www.colostate.edu/Depts/CROWACT>)

The research arm for the departments of English, Speech and Technical Journalism, research is conducted in a variety of areas related to professional communication. Center assists business, organizations, and schools with communication research and evaluations and features an online writing center.

3-109. Center for the Study of Writing. Miami University, Department of English, 356 Bachelor Hall, Oxford, OH 45056. 513-529-5221, fax 513-529-1392) Email: english@umohio.edu
(<http://www.units.muohio.edu/english/specialprograms/special.htm#cwe>)

Center researches composition and strives to improve the quality of writing instruction in all disciplines.

3-110. Communication Research Center. Cleveland State University, Music & Communication Building, Cleveland, Ohio 44115-1121. (216-687-4630, fax 216-687-5435)
(http://academic.csuohio.edu/kneuendorf/crc/crc_web_page.htm)

An integral part of Cleveland State University, the research center conducts research, supports faculty research and offers research opportunities for graduate students. Center is also available for grant and contract projects by for-profit and non-profit organizations.

3-111. Fanning Center for Business Communication. Mendoza College of Business, University of Notre Dame, Notre Dame, IN 46556. (574-631-8397, fax 574-631-5255)
(<http://www.nd.edu/~fanning/>)

Offers seminars and workshops on communication and management and an annual conference.

3-112. Institute for Writing and Thinking. Bard College, P. O. Box 5000, Annandale-on-Hudson, NY 12504. (914-758-7484, fax 914-758-7629) Email: wandt@bard.edu
(<http://www.bard.edu/wandt/>)

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The Institute offers teacher development workshops in writing and thinking and on-site consultation on writing for college and secondary schools.

3-113. Fluno Center. University of Wisconsin- Madison, School of Business, 601 University Avenue, Madison, WI 53715-1035. (608-441-7117, fax 608-441-7133, direct 877-77-FLUNO) (<http://uwexeced.com/fluno/>)

Focuses on research in business management including communication and organizational effectiveness. Sponsors conferences, workshops and numerous seminars.

3-114. Reading and Writing Center. University of Florida, Broward Hall, Gainesville, FL 32611-5150. (352-392-2010) (<http://www.at.ufl.edu/r&w/>)

The center operates separate reading and writing programs for University students. Website features links to online writing labs, style manuals, technical writing guides, online grammar guides, resume preparation, and test preparation.

3-115. Learning Research & Development Center. University of Pittsburgh, 3939 O'Hara Street, Pittsburgh, PA 15260. (412-624-7020, fax 412-624-9149) (<http://www.lrdc.pitt.edu/>)

Research on cognitive skills, learning technology, reading and language, math, science, and problem skills is the focus here. Center also assists in educational reform and school restructuring. Website features learning research publications in PDF.

Chapter 4

COMMUNICATION SKILLS

While communication mistakes are tolerated and can provoke humor in social situations, they produce misunderstandings and lost opportunities in the workplace. The successful person communicates well with colleagues, subordinates, supervisors, and clients. Skills lost through disuse and new strengths can be addressed here.

This chapter examines books published since 1990 on general communication skills. The introductions to skill development found here offer a basic review of writing and speaking skills. Two important abilities are grammar and style. Productive communication necessitates comprehension of the English language and adherence to its rules and forms. Both written documents and oral presentations demand correct grammar, punctuation and usage. While language can be enhanced by word choice and sentence construction, the type of informal writing permitted in correspondence between friends is inappropriate in business reports and technical manuals.

There are many ways to update little-used skills and acquire new ones. Described here are workbooks, textbooks, guidebooks, and author-devised learning systems. Workbooks offer exercises, questions, spaces for framing answers, and evaluation of responses. The textbooks and guidebooks are competency-based, requiring successful completion of exercises or activities. Several books promote author-devised systems for the development of skills or written products. These can be found under the heading Writing Systems.

Written documents and oral presentations can be improved after initial production. Editing and revising skills rectify grammar, punctuation, usage, word choice, and other problems.

EDITING AND REVISING

4-001. Alfred, Gerald J., Walter E. Oliu, and Charles T. Brusaw. *The Professional Writer*. New York: St. Martin's Press, 1992. 426p.

Designed to help professionals, both the theory and practice of producing documents is considered, with excellent coverage of editing and style. Chapters contain case histories, checklists (e.g. copy editing, editing, revising, document standards), and a sample manual. Indexed.

4-002. Barnum, Carol M. and Saul Carliner. *Techniques for Technical Communicators*. New York: Macmillan, 1993. 368p.

This work presents the process of preparing, editing and evaluating documents for advanced students and working professionals. The practical approach covers editing, project planning, teams, presentations, graphics and hypertext documents. There is a style sheet checklist and rules-of-thumb for graphics. A glossary of terms is in each chapter. Indexed.

4-003. Bates, Jefferson D. *Writing with Precision: How to Write so That you Cannot Possibly be Misunderstood*. New York: Penguin Books, 2000. 322p.

Based on material developed for a course, the author presents ten basic principles and seven axioms of writing. With an emphasis on style and editing, letters, memos, regulations, reports and outlining are included. There are checklists for writing instructions and regulations. Part three is a handbook. Indexed.

4-004. Berent, Irwin M. and Rod L. Evans. *The Right Words*. New York: Warner Books, 1992. 101p.

The three hundred and fifty most effective phrases and sentences in the English Language here are useful for finding alternate ways of saying things. The somewhat simplistic approach handles such topics as getting along with co-workers, giving advice and handling criticism. Not indexed.

4-005. Booher, Dianna. *Would You Put That in Writing?: How to Write Your Way to Success in Business*. Rev. ed. New York: Facts on File, 1992. 147p.

Although the author presents five steps for effective writing, the focus is on editing and outlining. Editing is considered the fifth step. Features numerous examples, the ten grammar commandments, a grammar glossary, and exercises in the appendix. Indexed.

4-006. Bush, Donald W. and Charles P. Campbell. *How to Edit Technical Documents*. Phoenix, AZ: Oryx Press, 1995. 186p.

The authors present the editing process, with practical techniques, examples, rules and advice. Everything from document organization and marking manuscripts to the use of grammar and sentence style are covered. Editing technical manuals and technical proposals appears in the appendices. Indexed.

4-007. Bush, Donald W. and Charles P. Campbell. *How to Edit Technical Documents: Workbook*. Phoenix, AZ: Oryx Press, 1995. 169p.

The companion volume, a workbook, offers the philosophy of editing, exercises from real technical reports and their solutions. Indexed.

4-008. Coggin, William O. and Lynnette R. Porter. *Editing for the Technical Professions*. New York: Macmillan Publishing Company, 1993. 253p.

The chapters in this graduate level textbook are designed to move from theory to practice. Each chapter describes at least one type of editing or approach to editing. There are practice exercises, tips for editing (e.g. acronyms, abbreviations), checklist (e.g. softcopy, hardcopy, online editing), a ten-step plan for editing, and a glossary of editorial terms. Indexed.

4-009. Einsohn, Amy. *The Copyeditor's Handbook: A Guide for Book Publishing and Corporate Communications*. Berkeley, CA: University of California Press, 2000. 560p.

Intended as a supplement to an editorial style guide, the textbook-like arrangement addresses the basics of copyediting, editorial style and language editing. There are exercises, examples and a glossary. Indexed.

4-010. Eisenberg, Anne. *Guide to Technical Editing*. New York: Oxford University Press, 1992. 182p.

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This beginners guide to technical editing introduces typical problems in seven categories (e.g. reader understanding). Discussion is combined with exercises to attract both students and professionals who need to learn the rudiments of editing. There is a separate dictionary. Indexed.

4-011. Foster, Charles. *Editing, Design and Book Production*. London; Boulder, CO: Journeyman Press, 1993. 165p.

This work shows how to acquire and adapt knowledge of basic publishing skills for the small organization. A guide to the minimum skills needed to edit and produce a simple book or pamphlet, there are checklists, manuscript guidelines and examples of letters. The British focus includes a list of useful British organizations. Indexed.

4-012. Lanham, Richard A. *Revising Business Prose*. 4th ed. Boston, MA: Allyn and Bacon, 2000. 117p.

A specific method, the Paramedic Method, is used to improve business writing. About revising rather than original composition, chapters include exercises and examples. Indexed.

4-013. Lyders, Josette A. *Journal and Newsletter Editing*. Englewood, CO: Libraries Unlimited, 1993. 209p.

Designed for the beginning editor or publisher, the author explains the work, enjoyment and rewards of the editing occupation. Not a how-to book, the basics of the career and editing process are covered with numerous examples. There is an editor's checklist of tasks for one issue of a journal. Indexed.

4-014. Maimon, Elaine P. and Janice H. Peritz. *A Writer's Resource*. Boston, MA: McGraw Hill, 2003. 532p.

Primarily a guide to achieving excellence in writing and learning for students in college, several sections focus on editing for clarity, grammar and correctness. Part four addresses letters, resumes and the letter of application. The handbook features sample documents (e.g. resume, application letter), tips for multilingual writers, and a glossary. Indexed.

4-015. Pearman, Daniel D. and Paula R. Pearlman. *Guide to Rapid Revision*. 7th ed. Boston: Allyn and Bacon, 2000. 148p.

This revision textbook is organized alphabetically by correction symbol. Includes a great many examples on revising words, sentences and paragraphs. The book features coverage of electronic sources such as email, and the Internet. Permits anyone to understand editing symbols and make the necessary revisions. Indexed.

4-016. Rew, Lois J. *Editing for Writers*. Upper Saddle River, NJ: Prentice Hall, 1999. 470p.

Shows writers and editors how to solve grammar and punctuation problems through word choice, sentence construction, and the design and organization of documents. Discusses both sentence-level and document-level editing with exercises and a glossary. Indexed.

4-017. Rude, Carolyn D. *Technical Editing*. 2nd ed. Boston: Allyn and Bacon, 1998. 422p.

Volume unavailable for examination.

4-018. Rude, Carolyn D. *Technical Editing*. Belmont, CA: Wadsworth Publishing Company, 1991. 430p.

The book's arrangement parallels the typical career path of editors. Designed for students and practicing editors, there are examples and useful tips on editing in a technical environment, with chapter 15 on collaborating with writers. There is a glossary. Indexed.

4-019. Samson, Donald C., Jr. *Editing Technical Writing*. New York; Oxford: Oxford University Press, 1993. 387p.

A textbook on the development of the skills needed to edit technical documents, what technical editors do and how they do it is described for students. Not an introductory text, the focus is on documents related to projects and final project reports. The guidelines and examples appear in the index as subheadings, and the exercises can be used as self-tests. There are guidelines (e.g. graphics), sample documents (e.g. memos, letters) and editing of specific publications (e.g. annual reports, briefing materials). Indexed.

4-020. Tarutz, Judith A. *Technical Editing: The Practical Guide for Editors and Writers*. Reading, MA: Addison-Wesley, 1992. 454p.

Volume unavailable for examination.

GENERAL COMMUNICATION SKILLS

4-021. Anderson, Paul V. *Technical Writing: A Reader-Centered Approach*. 3rd ed. Fort Worth, TX: Harcourt Brace College Publishers, 1995. 696p.

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The technical writing textbook addresses audience needs while focusing on principles and strategies. Chapters are organized around easy-to-understand guidelines. The appendix includes formats for letters, memos and a book. There are numerous sample documents (e.g. resume, report, feasibility report, progress report, instructions, report outline). Indexed.

4-022. Andrews, Patricia H. and John E. Baird, Jr. *Communication for Business and the Professions*. 5th ed. Dubuque, IA: Wm. C. Brown, 1992. 473p.

The authors consider the more theoretical nature of organizations and organizational communication. A student textbook, skill acquisition is emphasized in the presentation of strategies and techniques for specific situations. Covers small groups, meetings, interviews, speeches and written communication with sample documents (e.g. cover letter, resume, thank-you letter, meeting announcement, speech outline). Indexed.

4-023. Angell, Pamela. *Business Communication Design: Creativity, Strategies, and Solutions*. Boston: McGraw-Hill/Irwin, 2004. 518p.

An eight-step process is used to present a strategic approach to the fundamentals of business communication and business messages. Applications addressed are listening, oral presentations, reports, resumes and interviewing. Written with Teeanna Rizkallah, the book features grammar and punctuation in an appendix, and sample documents (e.g. resume, executive summary, justification report, policy report, proposal, feasibility study, letters, memo, email). Indexed.

4-024. Axley, Stephen R. *Communication at Work: Management and the Communication-Intensive Organization*. Westport, CT: Quorum Books, 1996. 220p.

The author explores what it means to talk about things, maintaining that the narrow definitions of communication are part of the reason we're not as good at managing communication as we could be. While there are no model documents, there is a listening inventory, a list of things that help and hinder team meetings, and a series of personal definitions of communication. Team building and delegating are also discussed. Indexed.

4-025. Baguley, Phil. *Effective Communication for Modern Business*. London; New York: McGraw-Hill Book Company, 1994. 203p.

This textbook examines communication at work and those aspects important to the management process. Chapters include exercises, self-assessment questions

and some checklists (e.g. report writers, letter writers). Listening, interviewing and meetings are considered with suggestions and self-evaluation questionnaires (e.g. interviewer, chairperson, participant, presenter). Indexed.

4-026. Bailey, Edward P., Jr. *Plain English at Work: A Guide to Writing and Speaking*. New York: Oxford University Press, 1996. 286p.

Two previous works, *The Plain English Approach to Business Writing* and *A Practical Guide for Business Speaking*, are updated and combined here. A chapter on designing computer presentations is new. This volume provides the convenience of having both writing and speaking in one, with examples and checklists. Indexed.

4-027. Baker, Howard, Jr. *The One Minute Manager*. Salem, OR: Forum Press International, 1991. 67p.

Presents the author's practical coaching tips in segments to be read in one minute and immediately implemented. A communication quotient self-test and a list of common problems are featured. The book offers some interesting ideas and techniques. Not indexed.

4-028. Been, Marta. *Say it Right, Write it Right*. Englewood Cliffs, NJ: Prentice-Hall, 1994. 365p.

A guide for secretaries to use in solving business communications problems, how to communicate well in all kinds of job situations is considered. The book is organized in a problem-solving format that presents attitudes, principles and techniques. While written communication is emphasized, telephone and email techniques are included. Sample documents include resumes, letters, minutes, reports and memos. Indexed.

4-029. Bell, Arthur H., and Dayle M. Smith. *Management Communication*. New York: John Wiley & Sons, 1999. 546p.

This textbook teaches students the essential writing and speaking skills within a business management context. Chapters include hints for speaking and listening on the telephone, the elements for long reports, guidelines for email, and sample documents (e.g. letters, resume, business plan, short proposal, long report). There is also a handbook featuring grammar, punctuation, usage and documentation. Indexed.

4-030. Berko, Roy, Andrew Wolvin and Rebecca Ray. *Business Communication in a Changing World*. New York: St. Martin's Press, 1997. 395p.

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Arranged so that students learn about communications and its role in business settings first, the textbook has examples, suggestions, a glossary, and sample documents (e.g. letters, resume, speeches). Separate chapters are devoted to listening, interviewing and public speaking. Indexed.

4-031. Blundel, Richard. *Effective Business Communication: Principles and Practice for the Information Age*. London; New York: Prentice Hall, 1998. 267p.

Combines theory and practical applications in a primer on the most productive ways in which to communicate. There are exercises, case studies and examples. There is a sample curriculum vita. Indexed.

4-032. Bonner, William H. *Communicating in Business: Key to Success*. 7th ed. Houston, TX: Dame Publications, 1992. 600p.

Students are provided questions for discussion, exercises, problems and case studies. The textbook features a usage handbook, letter-writing guidelines, report writing guidelines, and model documents (e.g. letter, resume, cover letter, memo report, formal report). Indexed.

4-033. Boone, Louis E., David L. Kurtz and Judy R. Block. *Contemporary Business Communication*. Englewood Cliffs, NJ: Prentice Hall, 1994. 702p.

Effective communication is linked with the ability to keep a job through the application of communication concepts to practical business situations. Chapters offer review and discussion questions, exercises, case studies and twenty interviews. Covers letters, memos, reports, proposals and oral communication with examples, a glossary and sample documents (e.g. letters, memos, resume). Indexed.

4-034. Burnett, Rebecca E. *Technical Communication*. 4th ed Belmont, CA: Wadsworth Publishing, 1997. 735p.

This textbook focuses on helping students learn to communicate technical information to an audience through four types of documents (e.g. instructions, proposals, reports, correspondence), oral presentations and career moves. Chapters offer discussion questions, exercises, suggested assignments, essays, and model documents (e.g. feasibility report, letters, recommendation report, proposal). There is a usage handbook. Indexed.

4-035. Camp, Sue C. and Marilyn L. Satterwhite. *College English and Communication*. 7th ed. New York: Glencoe/McGraw Hill, 1998. 675p.

A business communication textbook, the authors have added electronic and global communication to this edition. The focus is on improving both oral and written skills such as listening, speaking, writing correspondence and reports. Sample resumes, letters and minutes are included. Indexed.

4-036. Caroselli, Marlene. *Empower Yourself!* New York: AMACOM, 1998. 128p.

Aimed at secretaries, this self-empowerment guide to skills and attitude presents three communication techniques. Related subjects are editing, managing stress, and establishing priorities. Chapters address cover letters, memos, effective meetings and telephone professionalism with exercises and tips. Indexed.

4-037. Chandler, Frances G. *Fundamentals of Business Communication.* Chicago, IL: Richard D. Irwin, 1995. 688p.

The basics of business communication are followed by everything students need to know to produce letters, memos, reports and presentations. Features frequently asked interview questions, checklists (e.g. application letter, presentation evaluation, short report), and model documents (e.g. letters, memos, resume, formal report, research proposal, problem solving report, feasibility report). Indexed.

4-038. Clampitt, Phillip G. *Communicating for Managerial Effectiveness.* Newbury Park, CA: Sage Publications, 1991. 323p.

Provides a complete picture of managerial communication effectiveness through everything from face-to-face to written, email, and voicemail communication. The communication myths and principles are emphasized with examples, flow charts, and a sample communication policy statement. There is a useful chart listing the twelve criteria for evaluating communication modes. Indexed.

4-039. Damerst, William A. and Arthur H. Bell. *Clear Technical Communication: A Process Approach.* 3rd ed. San Diego, CA: Harcourt Brace Jovanovich, 1990. 491p.

The textbook addresses the needs of technical communicators in the 1990s. This edition contains new case problems, treatments for technical proposals, use of electronic technologies, using graphics, and speaking with confidence. Part three is a handbook of technical communication. Sample documents include resumes, formal proposal, informal proposal, and a specimen formal report. Indexed.

4-040. Deep, Sam and Lyle Sussman. *Smart Moves: 140 Checklists to Bring Out the Best in You and Your Team.* Rev. ed. Reading, MA: Addison-Wesley, 1997. 248p.

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Over sixteen hundred tips, steps, facts and strategies are presented in fourteen categories (e.g. presentations, writing, meetings, interviews). The practical advice is based on psychological, communication and management theories. The checklists are designed to help managers master the activity or problem. Indexed.

4-041. Dodd, Carley H. *Managing Business and Professional Communication*. Boston, MA: Pearson, 2004. 472p.

Provides students with the strategies needed to manage communication in the workplace through exercises and case studies. Features a glossary, unit on presentations, speech evaluation forms, speech outlines, and sample documents (e.g. cover letter, electronic resume, printed resume). Indexed.

4-042. Driskill, Linda P. *Business and Managerial Communication*. Fort Worth, TX: The Dryden Press/Harcourt Brace Jovanovich College, 1992. 810p.

A comprehensive account of communication in organizations, a model for interpreting what writers and speakers do is described. This approach emphasizes the importance of analyzing communication within the context of the organization. Features checklists (e.g. resume, email, writing style, reports, interviewing) and sample documents (e.g. resume, letters, email, memo, short proposal). Indexed.

4-043. Evans, Desmond W. *People, Communication and Organisations*. 2nd ed. London: Pitman Publishing, 1990. 360p.

The author presents an overview of the communications process and organizational structure, followed by chapters on letters, internal documents, meetings and oral communication. Features self-assessment questions, checklists, advice, some case studies, and sample documents (e.g. minutes, agenda, press release, short report, memo report, informal report, letters). Indexed.

4-044. Ewald, Helen R. and Rebecca E. Burnett. *Business Communication*. Upper Saddle River, NJ: Prentice Hall, 1997. 597p.

Based on the authors' experience as teachers and workplace communicators, the textbook offers a fundamental look at creating effective messages within an organization. Featured are activities, exercises, assignments, cases, a usage handbook, timeline (e.g. presentation), outline (e.g. presentation), and sample documents (e.g. letters, email, investigative report, evaluative report, abstract, zreport, letter proposal, instructions). Indexed.

4-045. Fox, Roy F. *Technical Communication: Problems and Solutions*. New York: HarperCollins College Publishers, 1994. 610p.

Students from all disciplines are introduced to technical and professional communication. Process is balanced with product in a textbook that features guidelines (e.g. instructions, questionnaire, letters, newsletter, brochure), exercises, experiments, sample documents (e.g. instructions, recommendation report, progress report, questionnaire, proposal, research report, letters, brochure) and a review of grammar and punctuation. Indexed.

4-046. Galle, William P., Jr., Beverly H. Nelson, Donna W. Luse and Maurice F. Villere. *Business Communication: A Technology-Based Approach*. Boston, MA: Irwin McGraw-Hill, 1996. 784p.

Communication processes are introduced in this textbook covering written, oral, non-verbal, employment and global communication. Features a glossary, tips, key terms and numerous sample documents (e.g. letters, memo, letter report, short report, proposal, long report, resume, application letter, follow up letter) and interview questions. Indexed.

4-047. Guffey, Mary Ellen. *Business Communication: Process and Product*. 4th ed. Mason, OH: Thomson/South-Western, 2003. 566p.

A leading textbook in the field, the fourth edition features checklists (e.g. email, memos, sales letters, informational report, analytical report, proposal, formal report, oral presentation, resume, letter of application), outlines (e.g. oral presentation), tips (e.g. outlining, letter reports, formal report, progress report) and sample documents (e.g. letters, memos, letter report, memo report, progress report, recommendation report, feasibility report, informal report, formal report, resumes, letter of application). Indexed.

4-048. Guffey, Mary Ellen. *Business Communication: Process and Product*. 3rd ed. Cincinnati, OH: South-Western College, 2000. 532p.

This textbook addresses basic business communication skills with case studies, critical thinking activities, career coaching, exercises, helpful hints, and insights. Covering both written documents and speaking skills, there are numerous checklists (e.g. goodwill messages, memos, proposals, formal reports, oral presentation, resume), a presentation outline, and sample documents (e.g. letters, memo, memo report, progress report, feasibility report, formal report, resume). Indexed.

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4-049. Guffey, Mary Ellen. *Essentials of Business Communication*. 6th ed. Cincinnati, OH: South-Western/Thomson, 2003. 448p.

Volume unavailable for examination.

4-050. Guffey, Mary Ellen and Jamie Murphy. *The New York Times Guide to Business Communication*. Cincinnati, OH: South-Western College, 2001. 103p.

A collection of the best business communication-related articles from the newspaper comprises this volume. The emphasis is on newer technologies such as email and the Internet (e.g. chat, telecommuting). Not indexed.

4-051. Gurak, Laura J. and John M. Lannon. *A Concise Guide to Technical Communication*. 2nd ed. New York: Pearson Longman, 2004. 352p.

Volume unavailable for examination.

4-052. Hambrick, Ralph S. *The Management Skills Builder: Self-Directed Learning Strategies for Career Development*. New York: Praeger, 1991. 200p.

Intended for practicing managers and professionals, this work covers mastery of six specific skills (e.g. writing, speaking, interviewing, computing). Useful as a self-help tool or supplementary text, there are examples, tips and feedback questions. Chapters include a mini how-to manual for each skill. Indexed.

4-053. Hanna, Michael S. *Communicating in Business and Professional Settings*. 4th ed. New York: McGraw Hill, 1998. 468p.

Volume unavailable for examination.

4-054. Hanna, Michael S. and Gerald L. Wilson. 3rd ed. *Communicating in Business and Professional Settings*. New York: McGraw-Hill, 1991. 518p.

This is a text for undergraduate courses that focus on communication within organizations. A useful section on troubleshooting problems within organizations is provided. Oral skills are emphasized through coverage of interviewing, listening, oral reports and presentations. Features typical selection

interview questions, conference planning checklist, and the three steps in developing an outline. Indexed.

4-055. *Harvard Business Essentials: Business Communication.* Boston, MA: Harvard Business School Press, 2003. 162p.

Addressing communicating at the individual level, this volume aims to help one become a more effective communicator through writing, presentations and one-on-one dealings. The editors acknowledge that some chapters have been drawn from books written by Deborah Dumaine. Checklists, worksheets and the cover letter are covered in the appendices. Indexed.

4-056. Holtje, James. *Manager's Lifetime Guide to the Language of Power.* Paramus, NJ: Prentice Hall, 1997. 528p.

Volume unavailable for examination.

4-057. Houp, Kenneth W., Thomas E. Pearsall, and Elizabeth Tebaux. *Reporting Technical Information.* 10th ed. New York: Oxford University Press, 2002. 694p.

Volume unavailable for examination.

4-058. Houp, Kenneth W., Thomas E. Pearsall, and Elizabeth Tebaux. *Reporting Technical Information.* 9th ed. Boston: Allyn and Bacon, 1998. 700p.

Volume unavailable for examination.

4-059. Huckin, Thomas N. and Leslie A. Olsen. *Technical Writing and Professional Communication for Nonnative Speakers of English.* 2nd ed. New York: McGraw-Hill, 1991. 746p.

Principles and functional explanations are emphasized rather than usage and rules. A revised version of *English for Science and Technology* (1983), the authors offer systematic step-by-step instruction in this combination textbook and reference manual. The first twenty-eight chapters are similar to the companion text, *Technical Writing and Professional Communication*. There are sample documents galore (e.g. resume, letters, informal report, memo report, short report, feasibility report, informal proposal) and part of a long proposal. The last ten chapters and the appendices focus on special problems of grammar, style and vocabulary. Indexed.

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4-060. Hulbert, Jack E. *Effective Communication for Today*. 9th ed. Cincinnati, OH: South-Western Publishing, 1991. 692p.

This textbook is designed to help students develop effective communication skills for a successful and rewarding life. Information about English language fundamentals is provided in a separate section, the reference division. Attractively presented with examples and exercises, there are numerous examples and model documents (e.g. letters, memos, news release, meeting minutes, resume, application letter, letter report, letter of transmittal). Indexed.

4-061. Huseman, Richard C., James M. Lahiff, and John M. Penrose, Jr. *Business Communication Strategies and Skills*. 4th ed. Forth Worth, TX: The Dryden Press, 1991. 677p.

Electronic communication and the internationalization of business have been added to this textbook, with case studies, examples, and ethical considerations. Outlines for two types of speeches and the ten keys to effective listening are identified. The book features a glossary, numerous checklists (e.g. letters, meetings, proposals, interview, resume, business report, listening, presentations, questionnaire) and model documents (e.g. letters, memos, progress report, periodic report, justification report, long report, resume). Indexed.

4-062. Kennedy, George E. and Tracy T. Montgomery. *Solving Problems Through Technical and Professional Writing*. New York: McGraw-Hill, 1998. 490p.

Volume unavailable for examination.

4-063. Kennedy, George E. and Tracy T. Montgomery. *Solving Problems Through Technical and Professional Writing*. New York: McGraw-Hill, 1993. 490p.

Volume unavailable for examination.

4-064. Krizan, A. C. *Business Communication*. 4th ed. Cincinnati, OH: South-Western College Publishing, 1999. 667p.

Volume unavailable for examination.

4-065. Locker, Kitty O. *Business and Administrative Communication*. 2nd ed. Homewood, IL: Irwin, 1992. 775p.

The textbook takes the mystery out of writing and speaking effectively through communication strategies, guidelines and examples. There is a proposal

checklist and a glossary. The numerous examples of memos, letters, proposals, reports, and resumes include editing. Indexed.

4-066. Locker, Kitty O. *Business and Administrative Communication*. 6th ed. Boston, MA: McGraw-Hill, 2003. 672p.

Volume unavailable for examination.

4-067. MacLennan, Jennifer. *Effective Communication for the Technical Professions*. Toronto: Prentice Hall, 2003. 386p.

Volume unavailable for examination.

4-068. MacLennan, Jennifer. *Effective Business Communication*. 4th ed. Toronto: Prentice Hall, 2003. 288p

Volume unavailable for examination.

4-069. Markel, Michael H. *Technical Communication*. 6th ed. Boston: Bedford/St. Martin's Press, 2004. 699p.

A comprehensive introduction to the planning, drafting, and designing of technical documents, the textbook focuses on rhetorical concerns. Featured are guidelines (e.g. meetings, letters, resume, job interview, proposal, reports, manual) and sample documents (e.g. letters, email, resume, internal proposal, field report, progress report, meeting minutes, incident report, formal report, instructions). Chapters also include a presentation checklist and a presentation evaluation form. Indexed

4-070. Parker, Anne and Sandra A. Ingram. *Handbook for Technical Communication*. Boston, MA: Pearson Custom Publishing, 2003. 222p.

Volume unavailable for examination.

4-071. Pattow, Donald and William Wresch. *Communication Technical Information: A Guide for the Electronic Age*. 2nd ed. Upper Saddle River, NJ: Prentice Hall, 1998. 568p.

Volume unavailable for examination.

4-072. Penrose, John M., Robert W. Rasberry and Robert J. Myers. *Business Communication for Managers: An Advanced*

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Approach. 5th ed. Mason, OH: Thomson/South-Western, 2004. 470p.

Intended to help graduate students and practitioners improve their communication skills, advanced topics are considered, with an analysis of a case, discussion questions, and Internet exercises. Model documents (e.g. press release, agenda, report, executive summary, informal report, letter, proposal) are provided along with downloadable supplements. Indexed.

4-073. Pfeiffer, William S. *Pocket Guide to Technical Writing.* 3rd ed. Upper Saddle River, NJ: Pearson/Prentice Hall, 2004. 225p.

Volume unavailable for examination.

4-074. Pfeiffer, William S. *Pocket Guide to Technical Writing.* 2nd ed. Upper Saddle River, NJ: Prentice Hall, 2001. 218p.

Volume unavailable for examination.

4-075. Pfeiffer, William S. *Technical Writing: A Practical Approach.* 4th ed. Upper Saddle River, NJ: Prentice Hall, 2000. 652p.

Volume unavailable for examination.

4-076. Pickett, Nell A., Ann A. Laster and Katherine E. Staples. *Technical English: Writing, Reading, and Speaking.* 8th ed. New York: Longman, 2001. 698p.

Volume unavailable for examination.

4-077. Raimes, Ann. *Keys for Writers.* 3rd ed. Boston: Houghton Mifflin, 2002. 495p.

Volume unavailable for examination.

4-078. Raimes, Ann. *Keys for Writers: A Brief Handbook.* 2nd ed. Boston: Houghton Mifflin, 1999. 455p.

Volume unavailable for examination.

4-079. Roebuck, Deborah B. *Improving Business Communication Skills.* 2nd ed. Upper Saddle River, NJ: Prentice Hall, 1998. 303p.

Volume unavailable for examination.

4-080. Ruch, William V. and Maurice L. Crawford. *Business Communication*. New York: Merrill, 1991. 604p.

Volume unavailable for examination.

4-081. Rutherford, Andrea J. *Basic Communication Skills for Technology*. 2nd ed. Upper Saddle River, NJ: Prentice Hall, 2001. 403p.

Volume unavailable for examination.

4-082. Satterwhite, Marilyn L. and Judith Olson-Sutton. *Business Communication at Work*. 2nd ed. New York: Glencoe/McGraw Hill, 2003. 550p.

The foundations required to develop messages, seek and find employment, and to communicate in business are described. While the emphasis is on written communication, there is a chapter devoted to listening skills. Features the do's and don'ts of newsletters, newsletter guidelines, checklists (e.g. interview self-evaluation, cover letter, resume, minutes, reports, memos, evaluating writing), and model documents (e.g. thank-you letter, cover letter, resume, minutes, memo of transmittal, executive summary, letter report, newsletter, press release, memo report, letters). Indexed.

4-083. Shelton, James H. *Handbook for Technical Writing*. Lincolnwood, IL: NTC Business Books, 1994. 210p.

Volume unavailable for examination.

4-084. Sigband, Norman B. and Arthur H. Bell. *Communication for Managers*. 6th ed. Cincinnati, OH: South-Western Publishing, 1994. 723p.

The textbook, casebook and readings combination has separate chapters on oral presentations, listening, and a three-step plan for successful meetings. Illustrating the concepts are a model outline and sample documents (e.g. memo, memo report, letters, resume, cover letter, questionnaire, formal report, proposal, crises communication plan, letter to shareholders). Indexed.

4-085. Staley, Constance C. and Robert S. Staley, II. *Communicating in Business and the Professions: The Inside Word*. Belmont, CA: Wadsworth Publishing, 1992. 479p.

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Volume unavailable for examination.

4-086. Thill, John V. and Courtland L. Bovee. *Excellence in Business Communication*. 6th ed. Upper Saddle River, NJ: Pearson Prentice Hall, 2005. 546p.

Volume unavailable for examination.

4-087. Thill, John V. and Courtland L. Bovee. *Excellence in Business Communication*. 5th ed. Upper Saddle River, NJ: Prentice Hall, 2002. 539p.

Volume unavailable for examination.

4-088. Timm, Paul R. and James A. Stead. *Communication Skills for Business and Professions*. Upper Saddle River, NJ: Prentice Hall, 1996. 660p.

Volume unavailable for examination.

4-089. Treece, Malra. *Successful Communication for Business and the Professions*. 6th ed. Boston: Allyn and Bacon, 1994. 598p.

Volume unavailable for examination.

4-090. Troyka, Lynn Q. *Simon & Schuster Quick Access Reference for Writers*. 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2000. 435p.

Volume unavailable for examination.

4-091. Vincler, James E. and Nancy H. Vincler. *Engineering Your Writing Success: How Engineers can Master Effective on-the-job Communication Skills*. Belmont, CA: Professional Publications, 1996. 304p.

Volume unavailable for examination.

4-092. Wayne, F. Stanford. *Communication in Business: An Action-Oriented Approach*. Homewood, IL: Austen Press; Burr Ridge, IL: Irwin, 1994. 669p.

Volume unavailable for examination.

4-093. Whalen, D. Joel. *I See What You Mean: Persuasive Business Communication*. Thousand Oaks, CA: Sage Publications, 1996. 252p.

Volume unavailable for examination.

4-094. Wolford, Chester and Gretchen Vanneman. *Business Communication*. Fort Worth, TX: Dryden Press, 1993. 581p.

Volume unavailable for examination.

GRAMMAR, PUNCTUATION, AND USAGE

4-095. Baker, Sheridan. *The Practical Stylist* 7th ed. New York: HarperCollins, 1990. 291p.

The author continues to provide the basics with examples and suggestions for exercises. This freshman composition text stresses style and persuasive writing. Chapter 13 has a glossary of usage. There is a model research paper in chapter 10. Indexed.

4-096. Blake, Gary and Robert W. Bly. *The Elements of Technical Writing*. New York: Macmillan, 1993. 173p.

For writers in technical and scientific fields, the authors present fifty rules on punctuation, grammar and the principles of technical communication. The second part of the book focuses on specific documents such as abstracts, reports, memos, letters, specifications and proposals. Guidelines (e.g. manuals, specifications), tips (e.g. letters, memos, requests for proposals), principles (e.g. proposals), and model documents (e.g. letters, memos) are featured. Indexed.

4-097. Bonner, William H. *Contemporary Business English*. 2nd ed. Eden Prairie, MN: Paradigm Publishing, 1992. 197p.

This textbook emphasizes the most applicable language rules and the practical aspects of communication. Parts are devoted to fundamentals, parts of speech, rules of punctuation and effective sentences and paragraphs. Exercises can be used to improve skills with the English language. Indexed.

4-098. Clark, James L. and Lyn R. Clark. *How 8: A Handbook for Office Workers*. 8th ed. Cincinnati, OH: South-Western College Publishing, 1998. 517p.

Volume unavailable for examination.

4-099. Clark, James L. and Lyn R. Clark. *How 9: A Handbook for Office Workers*. 9th ed. Mason, OH: South-Western College Publishing/Thomson Learning, 2001. 566p.

For office professionals and business writers, this handbook serves as an easy-to-understand reference manual. It covers the principles of grammar, punctuation, capitalization, formatting, transmitting documents, and various procedures. More recent editions incorporate the Internet and electronic documents. Contains glossaries, sample documents (e.g. resumes, letter of application, letters) and coverage of email, memos, reports, manuscripts, proposals, bulletins, agenda and minutes. Indexed.

4-100. Clark, James L. and Lyn R. Clark. *How 10: A Handbook for Office Workers*. 10th ed. Mason, OH: Thomson/South-Western, 2003. 566p.

Volume unavailable for examination.

4-101. Corbett, Edward P. J. and Sheryl L. Finkle. *The Little English Handbook: Choices and Conventions*. 8th ed. New York: Longman, 1998. 273p.

This is a guide on matters of grammar, style, paragraphing, punctuation and mechanics. Seventy-five topics are considered in eight categories, with explanations and examples. The volume features a glossary of usage, a glossary of grammatical terms, a list of common misspelled words, identification of the major style guides, and a sample resume. Indexed.

4-102. Day, Robert A. *Scientific English: A Guide for Scientists and Other Professionals*. Phoenix, AZ: Oryx Press, 1992. 125p.

Simple guidelines are provided for writing complicated concepts in clear words. The book features grammar, usage, punctuation, and a chapter on language sensitivity. Indexed.

4-103. DiYanni, Robert and Pat C. Hoy II. *The Scribner Handbook for Writers*. 3rd ed. Boston, MA: Allyn and Bacon, 2001. 908p.

This work aims to be a complete handbook of English grammar, style, punctuation and usage as well as a guide to writing. To improve writing, checklists, examples, exercises, glossaries, guidelines (e.g. resume), and sample documents (e.g. letter, resume) are furnished. Indexed.

4-104. Ebest, Sally Barr, Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. *Writing from A to Z: The Easy-to-use Reference Handbook*. 4th ed. Boston, MA: McGraw-Hill, 2003. 517p.

With an emphasis on usage, style, and punctuation, the alphabetical arrangement is designed to help students find needed information quickly. Features a separate list of topics, directory of boxes, and sample documents (e.g. resume, memo, application letter, letter). Indexed.

4-105. Ellison, Patricia T. and Robert E. Barry. *Business English for the 21st Century*. 2nd ed. Upper Saddle River, NJ: Prentice Hall, 2000. 460p.

This textbook, written with James S. McCormick, encourages the practical use of language for effective communication. Concerned with grammar, usage, punctuation, spelling and dictionary study, there is a pretest, posttest, worksheets and glossary. Indexed.

4-106. Fowler, H. Ramsey and Jane E. Aaron. *The Little, Brown Handbook*. 7th ed. New York: Longman, 1998. 882p.

Intended as a guide and classroom text, questions about writing are addressed as they pertain to grammar, sentences, punctuation, mechanics, words and paragraphs. An additional section covers essay exams and business writing (e.g. letters, memos, resumes, email). Featured are two glossaries (e.g. usage, terms), checklists (e.g. revising, editing), and sample documents (e.g. resume, research paper). Indexed.

4-107. Fowler, H. Ramsey, Jane E. Aaron, and Janice Okoomian. *The Little, Brown Handbook*. 8th ed. New York: Longman, 2001. 1132p.

Volume unavailable for examination.

4-108. Gallo, Joseph D. and Henry W. Rink. *Shaping College Writing*. 5th ed. San Diego, CA: Harcourt Brace Jovanovich, 1991. 174p.

The goal here is to help students write well-structured paragraphs. The order of chapters moves readers from basic sentences to the methods for rhetorical development of paragraphs. Paragraph construction is the skill emphasized with examples and exercises. Not indexed.

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4-109. Glenn, Cheryl, Robert K. Miller, Suzanne S. Webb, and Loretta Gray. *The Writer's Harbrace Handbook*. 2nd ed. Boston, MA: Thomson/Heinle, 2004. 896p.

Formerly titled the *Harbrace Handbook of English*, sections are devoted to writing, grammar, effective sentences, diction, punctuation and mechanics. Features a checklist for developing a web site, checklist for participating in an online class, the elements of a business plan, two glossaries (e.g. usage, terms), and sample documents (e.g. resume, letter of application, grant proposal). Indexed.

4-110. Guffey, Mary Ellen. *Business English*. 6th ed. Cincinnati, OH: South-Western College, 1999. 445p.

The author provides numerous self-checks and exercises for students to use in testing their knowledge. With a goal of improving language skills, grammar, punctuation, style and usage are reviewed. There are study and career tips, a pretest, characteristics of documents (e.g. letters, reports, memos, email) and sample documents (e.g. letters, memo). Indexed.

4-111. Guffey, Mary Ellen. *Write With Confidence*. Cincinnati, OH: South-Western/Thomson Learning, 1999. 356p.

A self-study guide, students are prompted to review English grammar, punctuation, style and usage through self-help exercises, study tips, quotations, trivia and hot links. The sample letters and memos included have errors to identify and correct. Indexed.

4-112. Hacker, Diana. *Rules for Writers*. 5th ed. Boston, MA: Bedford/St. Martin's, 2004. 585p.

The book is designed to guide students through the conventions of grammar, punctuation, mechanics and usage. The volume also addresses the writing process, paragraphs, document design, style, argument and the research process. Straightforward rules are accompanied by concise explanations, examples and short comments. The volume features a glossary of usage, chapters on using the MLA and APA formats, and model documents (e.g. papers, essay, letter, resume). Indexed.

4-113. Hacker, Diana. *A Writer's Reference*. 5th ed. Boston, MA: Bedford/St. Martin's, 2003. 466p.

Volume unavailable for examination.

4-114. Harris, Muriel. *The Writer's FAQs: A Pocket Handbook*. 2nd ed. Upper Saddle River, NJ: Pearson/Prentice Hall, 2004. 263p.

Volume unavailable for examination.

4-115. Hult, Christine A. and Thomas N. Huckin. *The Brief New Century Handbook*. 2nd ed. New York: Pearson Longman, 2004. 243p.

Gives students guidance on using computers as a tool in the writing process. Parts are devoted to the writing process, research, document design, special purpose writing, grammar and style. There are guidelines, a glossary, a checklist for revising a paper and sample documents (e.g. letter, resume, memo). Extra exercises on grammar, punctuation and the mechanics of writing are in the accompanying CD-ROM. Indexed.

4-116. Keene, Michael L., and Katherine H. Adams. *The Easy Access Handbook: A Writer's Guide and Reference*. Mountain View, CA: Mayfield Pub. Company, 1996. 414p.

Volume unavailable for examination.

4-117. Lunsford, Andrea A. *The St. Martin's Handbook*. 5th ed. Boston, MA: Bedford/St. Martin's, 2003. 992p.

The author supplies a critical thinking program for building on strengths and eliminating weaknesses. The emphasis is on grammar, mechanics and the editing of writing. There are two glossaries (e.g. grammatical and computer terms, usage). Chapters offer guidelines for critical reading, drafting, evaluating a web text, taking notes, writing memos and letters, reading and other related activities. Part twelve deals with academic and professional writing with sample documents (e.g. essay, proposal, memo, resume, letter of application). Indexed.

4-118. Lunsford, Ronald F. and Charles W. Bridges. *The Longwood Guide to Writing*. 2nd ed. New York: Longman, 2003. 394p.

Volume unavailable for examination.

4-119. Marius, Richard and Harvey S. Wiener. *The McGraw-Hill College Handbook*. 4th ed. New York: McGraw-Hill, 1994. 715p.

The textbook encourages students to learn to write by writing. There are examples, checklists, exercises, model documents (e.g. letters, memo, research

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paper), and two glossaries (e.g. usage, grammatical terms). Checklists are indicated in the table of contents. Indexed.

4-120. Reid, Stephen. *The Prentice Hall Guide for College Writers*. Brief 6th ed. Upper Saddle River, NJ: Prentice Hall, 2003. 651p.

Volume unavailable for examination.

4-121. Rubens, Philip, ed. *Science and Technical Writing: A Manual of Style*. New York: Henry Holt and Company, 1992. 513p.

Intended to help writers plan scientific and technical documents, there is advice on everything from audience analysis to indexing and design. The book could function as a handbook and style manual. There are steps for designing a technical manual, numerous examples, and a style guide for abbreviations. Indexed.

4-122. Thurman, Susan. *The Everything Grammar and Style Book: All the Rules You Need to Know to Master Great Writing*. Avon, MA: Adams Media, 2002. 307p.

The author explains in simple terms how to express thoughts on paper correctly with sections on parts of speech, pronouns, sentences and writing. The book contains a good introduction to polishing emails, letters and other types of writing, with a list of web sites and sample outline. Indexed.

4-123. Trimmer, Joseph F. *The New Writing with a Purpose*. 14th ed. Boston, MA: Houghton Mifflin, 2004. 597p.

The author examines the role of purpose in the writing process. His writing course textbook incorporates a good introduction to the writing process and writing structures. Chapters include sample student essays, writing assignments, a glossary of usage and a sample research paper. Indexed.

4-124. Troyka, Lynn Quitman. *Quick Access: Simon & Schuster Reference for Writers*. 2nd Canadian ed. Toronto: Pearson Prentice Hall, 2004. 550p.

Volume unavailable for examination.

4-125. Vermes, Jean C. *Secretary's Guide to Modern English Usage*. 2nd ed. Revised by Carol M. Barnum. Englewood Cliffs, NJ: Prentice Hall, 1991. 246p.

Three parts explain effective speech, writing and letters. Designed to assist secretaries, the volume focuses on usage, grammar and style. Chapter 2 on vocabulary enlargement offers words from specific areas. Indexed.

ORAL COMMUNICATION SKILLS

4-126. Beebe, Steven A., Susan J. Beebe, and Mark V. Redmond. *Interpersonal Communicating: Relating to Others*. 2nd ed. Boston, MA: Allyn and Bacon, 1999. 432p.

This textbook promotes the value of focusing on others. Besides considering interpersonal communication foundations, skills and relationships, part two encompasses listening, oral communication and nonverbal skills. There are self-tests, exercises, discussion topics, skill building, and glossary terms in the chapters. Indexed.

4-127. Benjamin, James and Raymie E. McKerrow. *Business and Professional Communication: Concepts and Practices*. New York: HarperCollins College Publishers, 1994. 258p.

Theory and practice are integrated with preparing students to communicate successfully in the business world. An overview of major communication concepts is followed by professional communication (e.g. interviewing speaking, listening). Featured are the steps in a sales pitch, a presentation outline, commonly asked employment interview questions, a typical agenda, and sample documents (e.g. cover letter, resume). Indexed.

4-128. Berko, Roy M., Andrew D. Wolvin, and Ray Curtis. *This Business of Communicating*. 5th ed. Dubuque, IA: Wm. C. Brown Communications, 1993. 398p.

The latest developments in communication theory are examined in this consideration of oral communication, listening and nonverbal communication skills. With more emphasis on theory than practice, features include a speech outline, speech planner model, interview outline, interview questions, and how to prepare for interviews. Indexed.

4-129. Hamilton, Cheryl. *Communicating for Results*. 3rd ed. Belmont, CA: Wadsworth Publishing, 1990. 478p.

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Written with Cordell Parker, this work is designed to introduce communication skills to students. Chapters are organized to build on skills addressed in previous chapters, such as interviewing, listening, small groups, and presentations. Emphasizes oral rather than written skills with exercises. There are sample documents (e.g. resume, letter of application). Indexed.

4-130. Hybels, Sandra and Richard L. Weaver II. *Communicating Effectively*. 5th ed. Boston, MA: McGraw-Hill, 1998. 550p.

Volume unavailable for examination.

4-131. Kaplan, Robbie M. *How to Say it When You Don't Know What to Say: The Right Words for Difficult Times*. New York: Berkley Pub. Group; Prentice Hall Press, 2004. 267p.

Volume unavailable for examination.

STYLE

4-132. *The AMA Style Guide for Business Writing*. New York: AMACOM, 1996. 326p.

The work is designed to provide business managers with an easy-to-use and comprehensive guide to style and clarity in communication. Arranged alphabetically, the volume discusses email, letters, memos, procedure manuals, proposals and reports. There are sample forms, models (e.g. letters memo) and a sample page from a procedure manual. Indexed.

4-133. Blake, Gary and Robert W. Bly. *The Elements of Business Writing*. New York: Macmillan, 1991. 140p.

Primarily a style guide, the basic rules of clear and persuasive writing are presented. Suggests contemporary advice on the style, tone and format of business writing. The seven chapters are based on seven principles with sixty-seven rules. Indexed.

4-134. Bernadine P. and Joel P. Bowman. *Delmar Reference Manual*. Albany, NY: Delmar Publishers, 1994. 456p.

The rules for the most common tasks in preparing and managing documents are indicated. The main rules and their common exceptions are explained, with a glossary of terms, guidelines for faxes, telephone techniques, and sample documents (e.g. letters, memo, minutes, agenda, press release, letter of transmittal). Indexed.

4-135. *The Chicago Manual of Style*. 14th ed. Chicago; London: The University of Chicago Press, 1993. 921p.

Regarded as the major reference work for publishing, the manual encompasses such issues as editorial procedures, documentation and copyright. Many reference style guides are based on this manual. There is a glossary of technical terms. Indexed.

4-136. Clark, James L. and Lyn R. Clark. *Cyberstyle: The Writer's Complete Desk Reference*. Cincinnati, OH: South-Western/Thomson Learning, 2001. 566p.

Designed for the Internet age, information for writing, formatting and transmitting business documents is presented. Contains the preparation of email, letters, memos, reports, manuscripts, proposals, bulleting, resumes, faxes, agendas and meeting minutes. There are two glossaries and sample documents (e.g. resume, agenda, minutes, memo, letters, letter of transmittal). Indexed.

4-137. Li, Xia and Nancy B. Crane. *Electronic Style. A Guide to Citing Electronic Information*. Westport, CT; London: Meckler Publishing, 1993. 65p.

Intended to assist in the process of establishing a standardized approach to referencing electronic resources, databases, full-text, bulletin boards, e-mail and computer programs are contemplated. The basic form is followed by examples. Indexed.

4-138. Li, Xia and Nancy B. Crane. *Electronic Styles: A Handbook for Citing Electronic Information*. 2nd ed. Medford, NJ: Information Today, 1996. 213p.

Expanding on the first edition and carrying a different title, the book examines citing full-text information files, World Wide Web resources and e-journals. The all-purpose guide includes lots of examples for both APA and MLA style formats. Indexed.

4-139. Martin, Paul R. *The Wall Street Journal Guide to Business Style and Usage*. New York: Simon and Schuster, 2002. 261p.

Definitions are combined with spelling, style and usage in this resource. A quick reference guide on the back cover augments the alphabetical arrangement. It addresses the questions of business professionals by addressing their questions. Not indexed.

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4-140. van Leunen, Mary-Claire. *A Handbook for Scholars*. Rev. ed. New York: Oxford University Press, 1992. 348p.

The author presents a style specific to scholarly writing meant to lead writers towards formal, precise and allusive writing. The principles are applicable to other areas. Constructing the vita is covered in the appendix. Indexed.

4-141. Williams, Joseph M. *Style: Ten Lessons in Clarity and Grace*. 6th ed. New York: Longman, 2000. 309p.

Volume unavailable for examination.

4-142. Williams, Joseph M. *Style: Ten Lessons in Clarity and Grace*. 7th ed. New York: Longman, 2003. 270p.

This textbook deals with style, clarity, grace and ethics in writing with box summaries and exercises. The basic principles are described with a glossary and coverage of punctuation in the appendix. Indexed.

WRITING SKILLS

4-143. Adelstein, Michael E. and W. Keats Sparrow. *Business Communications*. 2nd ed. San Diego, CA: Harcourt Brace Jovanovich, 1990. 482p.

Uses an integrated approach to focus on writing problems through chapters that begin with a strategy and conclude with a summary and exercises. New to this edition is coverage of proposal writing, newsletters, technology, international business communication and goodwill letters. There are sample letters (e.g. transmittal, authorization, application), memos, resume, and mail questionnaire. Indexed.

4-144. Allen, Jo. *Writing in the Workplace*. Boston, MA: Allyn and Bacon, 1998. 627p.

The textbook combines a product and process approach with application exercises and checklists. The Internet, email, graphics and electronic communication are emphasized. Part two incorporates written forms with sample documents (e.g. letters, resumes, informal report, proposal, formal report), planning worksheets (e.g. proposal, oral presentation) and a brief usage guidebook. Indexed.

4-145. Alley, Michael. *The Craft of Scientific Writing*. 3rd ed. New York: Springer-Verlag, 1996. 282p.

Designed to help students, scientists and engineers write clearly and effectively about work, real examples are utilized to discuss the scientific style of writing and dispel common misconceptions. The goal here is to help readers craft a style for their own writing situations. Not a how-to book, there is a glossary, and a concise guide to usage and style. Indexed.

4-146. Alred, Gerald J., Charles T. Brusaw and Walter E. Oliu. *Handbook of Technical Writing*. 6th ed. New York: St. Martin's Press, 2000. 745p.

More than five hundred alphabetically-arranged entries offer guidance on the technical writing process, writing strategies and questions about grammar and usage. Features the five steps to writing, a topical key, checklist, and sample documents (e.g. report, proposal, correspondence, executive summary, agenda, minutes, memo). Indexed.

4-147. Andrews, Deborah C. *Technical Communication in the Global Community*. Saddle River, NJ: Prentice Hall, 1998. 588p.

Exercises, checklists, models and cases pepper this textbook that combines principles with applications. The basics are discussed while reflecting on the new challenges of the twenty first century. There are numerous checklists (e.g. abstract, summary, procedures, letters, memos, email, articles, literature reviews, oral presentations) and sample documents (e.g. memo proposal, progress report, report, resume, memos). A separate chapter covers oral presentations. Indexed.

4-148. Andrews, Deborah C. and William D. Andrews. *Business Communication*. 2nd ed. New York: Macmillan, 1992. 618p.

Students are provided with the tools for succeeding in business through effective communication. The basic textbook format is enhanced with summaries, exercises, and FYIs, which are experts talking about their own experiences. In discussing reading, writing, talking and listening, the authors offer guidelines (e.g. memos, solicited bids), interviewer questions, a performance evaluation form, model documents (e.g. memos, letters, proposal, short report, executive summary, formal report, resume, cover letter), and a grammar handbook. Indexed.

4-149. Bailey, Edward P., Jr. *The Plain English Approach to Business Writing*. Rev. ed. New York: Oxford University Press, 1997. 132p.

The three fundamentals (style, organization, layout) of writing plain English are examined. Similar to other briefing books by this author, there are short explanations with an appendix of simpler words and phrases. Indexed.

4-150. Barabas, Christine. *Technical Writing in a Corporate Culture: A Study of the Nature of Information*. Norwood, NJ: Ablex Publishing Corporation, 1990. 313p.

The author describes the research on scientific and technical writing, discusses models, and investigates progress reports in research and development organizations. The habits of good writers are disclosed. There are sample surveys. Indexed.

4-151. Barass, Robert. *Scientists Must Write: A Guide to Better Writing for Scientists, Engineers and Students*. 2nd ed. London; New York: Routledge, 2002. 204p.

With an emphasis on improving writing skills, the book illustrates how to write, use numbers, craft project reports, and give presentations. Highlights are a checklist for referees, rules of efficient communication, four stages of composition and how to write instructions. The appendices cover punctuation, spelling, and using computers. Indexed.

4-152. Barrass, Robert. *Writing at Work: A Guide to Better Writing in Administration, Business and Management*. London; New York: Routledge, 2002. 201p.

This work is similar to the author's other work but focused on administration, business and management. The advice and exercises are from a British perspective. Chapters consider the telephone, meetings, examples of bad writing with comments, and sample documents (e.g. agenda, minutes). Indexed.

4-153. Barfield, Ray E. and Sylvia S. Titus. *Business Communications*. Hauppauge, NY: Barron's Educational Series, 1992. 296p.

Reviews business communication principles and techniques while emphasizing key ideas and strategies. Both oral and written forms of communication are contemplated with sample formats (e.g. memo, letter), model documents (e.g. survey report, executive summary, resume, letter of application), and a glossary. Indexed.

4-154. Beer, David and David McMurrey. *A Guide to Writing as an Engineer*. New York: John Wiley & Sons, 1997. 253p.

The authors have created a brief, easy-to-use guide to the technical writing issues critical to engineering professionals. While not a book on writing, chapters have exercises and offer an "engineering approach" to different types

of written documents. There are tips (e.g. resume), checklists (e.g. oral presentation), and sample documents (e.g. letters, memos, email). Indexed.

4-155. Bell, Arthur H. *Tools for Technical and Professional Communication*. Lincolnwood, IL: NTC Publishing Group, 1995. 432p.

This textbook focuses on the communication skills needed in the workplace. The five case studies put writers in various situations to practice communication skills. Applications in part 3 include memos, letters, short reports, formal reports, proposals, business plans, articles for publication, speaking, listening and resumes. There are numerous model documents (e.g. memos, letters, short report, letter of transmittal, formal report, technical proposal, business plan, meeting agenda, resume). Indexed.

4-156. Berger, Arthur A. *Improving Writing Skills: Memos, Letters, Reports, and Proposals*. Newbury Park, CA: Sage Publications, 1993. 83p.

The author discusses the most important kinds of written documents, and offers suggestions about effective writing. Although very brief, the book concentrates on the basics of four written products with examples, suggestions, model documents (e.g. letter, memo), and a checklist for writers. Not indexed.

4-157. Blake, Gary. *Quick Tips for Better Business Writing*. New York: McGraw-Hill, 1995. 186p.

Aims to function as a personal writing coach, this work proffers tips, mentoring, advice, and do's and don'ts for two dozen common business applications. Discussed are letters, reports, memos, technical documents, business plans, resumes, proposals, and oral presentations. The volume features the ten commandments of business writing, a format for resumes, the characteristics of effective manuals, and sample letters. Indexed.

4-158. Blicq, Ron S. *Communicating at Work*. Englewood Cliffs, NJ: Prentice-Hall, 1991. 405p.

This textbook concentrates on the skills students need to become effective communicators. Writing plans and formulas are offered along with guidelines, exercises, case studies, a glossary of business usage, and numerous model documents (e.g. letters, memo, short reports, long report, minutes, short reports, reference letter, transmittal letter, letter of application). Indexed.

4-159. Blicq, Ron S. *Technically-Write: Communicating in a Technological Era*. 4th ed. Englewood Cliffs, NJ: Prentice Hall, 1993. 405p.

The aspects of technical communication encountered in industry are explored through the experiences of employees of two technically oriented companies. The fourth edition places a greater emphasis on writing letters, memorandums, reports and resumes. There are examples, guidelines, glossary and model documents (e.g. evaluation report, technical proposal, formal report, resumes, application letter). Indexed.

4-160. Blicq, Ron and Lisa Moretto. *Technically-Write!* 5th Canadian ed. Scarborough, Ontario: Prentice Hall Canada, 1998. 455p.

Readers are introduced to the employees of two technically oriented companies, their type of work, and the situations that require communication. The “pyramid” method for structuring a document is applied to letters, reports and proposals with hints, guidelines, exercises, and model documents (e.g. letter of application, resume, minutes, agenda, report, technical proposal, evaluation report, informal report, letter). There is a glossary of technical usage. Indexed.

4-161. Blum, Deborah and Mary Knudson, eds. *A Field Guide for Science Writers: The Office Guide of the National Association of Science Writers*. New York; Oxford: Oxford University Press, 1997. 287p.

To help train a new generation of science writers, the authors present a mixture of basic skills, key techniques, tips, and personal experiences. While more geared towards those interested in science writing careers, several articles present more practical information. Indexed.

4-162. Boiarsky, Carolyn R. *Technical Writing: Contexts, Audiences, and Communities*. Boston, MA: Allyn and Bacon, 1993. 652p.

Concepts, processes and strategies are applied to specific types of documents in this textbook. There are examples, strategy checklists, a report template, and model documents (e.g. letters, memo, resume, project proposal, information report, scripted speech). Indexed.

4-163. Boiarsky, Carolyn R. and Margot K. Soven. *Writings From the Workplace: Documents, Models, Cases*. Boston, MA: Allyn and Bacon, 1995. 437p.

Students are encouraged to learn how the context affects the writing and the message. Process and casebook are integrated with model documents (e.g. meeting invitation, evaluation memo, cover memo, email, letter, cover letter, instructions, operating manual, proposal, letter proposal, report, research report, environmental impact statement). Indexed.

4-164. Bovee, Courtland L., John V. Thill and Barbara E. Schatzman. *Business Communication Today*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2003. One volume.

Volume unavailable for examination.

4-165. Bovee, Courtland L. and John V. Thill. *Business Communication Today*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 2000. 692p.

This textbook addresses all the basic principles and goals recommended by AACSB with checklists, questions, cases, critical thinking questions, exercises, and twenty-nine documents to revise. There are checklists (e.g. interviews, letters, resumes, speeches and presentations, reports) and sample documents (e.g. letters, resumes, formal report) in the coverage of writing, speaking and interviewing skills. Indexed.

4-166. Brereton, John C. and Margaret A. Mansfield. *Writing on the Job: A Norton Pocket Guide*. New York: W.W. Norton & Company, 1997. 217p.

Structured around formats and examples, this book examines the most commonly used writing formats and tasks. There are models, featured on blue pages, formats that serve as checklists, and sample documents (e.g. memos, newsletter articles, interviews, biographical sketches, obituaries, press releases, flyers, brochures, memo report, proposal, instructions, user manual, agenda, minutes, resume, cover letter). Indexed.

4-167. Brock, Susan. *Better Business Writing*. 3rd ed. Menlo Park, CA: Crisp Publications, 1996. 97p.

The basics of effective writing are indicated along with how to recognize and correct problems. The volume features exercises, before and after examples (e.g. memos, letter), and sample documents (e.g. bad news memo, sales letter). Part of the Fifty-minute Book Series but employs a different format. Not indexed.

4-168. Brown, Bill W. *Successful Technical Writing*. South Holland, IL: Goodheart-Willcox Company, 1993. 349p.

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The text is designed to help readers learn how to write effective documents for the workplace. It features concepts, activities, exercises, outlines (e.g. formal research report, field research outline, proposal), a draft final report, and sample resume. Indexed.

4-169. Brown, Robert M., H. Young Kim and Rebecca L. Damon. *Technical Writing Guide for Nonnative Speakers of English*. Fort Worth, TX: Harcourt Brace College Publishers, 1995. 98p.

Meant as a supplement to Paul V. Anderson's *Technical Writing: A Reader Centered Approach* (4-21), this work addresses the needs of students whose first language is not English. It discusses cultural considerations, demonstrates principles, and features exercises, student annotated drafts, and draft paragraphs with comments. Indexed.

4-170. Cason, Robert E. *Writing for the Business World*. Upper Saddle River, NJ: Prentice Hall, 1997. 268p.

The practical guide provides a step-by-step approach to organizing and composing different kinds of business documents. Focusing on methods rather than theory, the book features exercises, preparation sheets (e.g. job interview), review sheets (e.g. job application letter, abstract, letter), outline (e.g. speech), and model documents (e.g. resume, informative abstract, persuasive letter, negative letter). Indexed.

4-171. Chesterton, Laura P., ed. *Effective Business Communication*. Boston, MA: Houghton Mifflin, 1992. 263p.

A guide to writing, formatting, and transmitting business documents, a hands-on approach is presented. The volume reviews grammar and usage problems, and offers models (e.g. letter report, press release, memo, letters) that can be followed. The rules for grammar and punctuation are included with pages from a report, and an introduction to fax and email. Indexed.

4-172. Cleland, Jane K. *Business Writing for Results: How to Create a Sense of Urgency and Increase Response to all of Your Business Communications*. New York: McGraw-Hill, 2003. 212p.

The rules for business writing are explained and applied to writing emails, letters and reports. There are tips, guidelines, exercises, and examples to ensure your business messages produce the desired outcome. Not indexed.

4-173. Clouse, Barbara F. *Working it Out: A Troubleshooting Guide for Writers*. 3rd ed. Boston, MA: McGraw Hill, 2001. 168p.

Writers can develop successful writing processes using the procedures and strategies identified here. The volume covers grammar, writing skills and how to handle specific situations, with examples, suggestions, techniques, and an outline worksheet. Indexed.

4-174. Cullinan, Mary. *Business Communication: Principles and Processes*. 2nd ed. Fort Worth, TX: Harcourt Brace College Publishers, 1993. 798p.

A guide to spoken and written business communication, the textbook focuses on the process of communication. Among the topics delineated are interviewing, meetings, oral presentations and written documents. Students are given advice, interview questions, a business writers' handbook, exercises, a report outline, checklists (e.g. letters, memo, resumes, short report, formal report), and sample documents (e.g. letters, memos, report, proposal, formal report, resume). Indexed.

4-175. Davidson, Wilma. *Business Writing: What Works, What Won't*. New York: St. Martin's Press, 1994. 255p.

The practical guide presents guidelines for business writing. The focus is on the attributes of good business writing, principles, and working through various drafts. There are exercises and model documents (e.g. letters, memos). Indexed.

4-176. Dobrian, Joseph. *Business Writing Skills*. New York: AMACOM, 1998. 128p.

Brevity, precision, and clarity are highlighted in this basic writing guide. The approach combines principles with exercises, examples, and model documents (e.g. job description, press release). In addition to the fog index, the basics are applied memos, letters, reports, press releases, newsletters, and email. Indexed.

4-177. Dodds, Jack. *The Ready Reference Handbook: Writing, Revising, Editing*. 3rd ed. New York: Longman, 2003. 499p.

With an emphasis on the writing process, editing, punctuation, and grammar, students are given explanations, examples, how-to guidance, and model documents (e.g. letter, resume). There is a chapter on writing online that discusses email. Indexed.

4-178. Donald, Robert B., James D. Moore, Betty R. Morrow, Lillian G. Wargetz, and Kathleen Werner. *Writing Clear Paragraphs*. 5th ed. Englewood Cliffs, NJ: Prentice-Hall, 1995. 330p.

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This volume takes writers step-by-step through the process of organizing and writing a paragraph. There is an emphasis on unity, coherence, and development in writing. Organized like a workbook, chapters have exercises and quizzes. Indexed.

4-179. Egan, Michael. *Writing@Work: Total Quality Writing for Effective Communications*. Leawood, KS: Cypress Publishing Group, 2002. 302p.

The principles of total quality writing are applied, with examples, to memos, letters and email. The American Business WriteTyper, a thirty-minute questionnaire to use in identifying writing personality, is featured along with a quick reference guide, checklists, guidelines, and sample documents (e.g. mission statement, letters). Indexed.

4-180. Eisenberg, Anne. *Effective Technical Communication*. 2nd ed. New York: McGraw-Hill, 1992. 400p.

Students are exposed to technical writing strategies, advice, and skills. New to this edition is a chapter on interviewing and search strategies for CD-ROM databases. There are exercises, examples of pages, and sample documents (e.g. letters, proposals, memos, resume). A checklist for evaluating a technical talk has been included. Indexed.

4-181. Estrin, Herman A. and Norbert Elliot. *Technical Writing in the Corporate World*. Los Altos, CA: Crisp Publications, 1990. 79p.

The basics of technical writing are revealed, along with the 5 c's of report writing, practical guidelines, and sample documents (e.g. letters, memo, cover letter, resume, trip report, activities report, brief proposal, extended proposal). Not indexed.

4-182. Faigley, Lester. *The Brief Penguin Handbook*. New York: Longman, 2003. 538p.

Introduces students to writing, documentation, grammar and punctuation. Stressing the writing they will do in college and after graduation, each major system of documentation is discussed with examples, and a sample research paper. There is a glossary of grammar and usage, a section devoted to English as a second language, and sample documents (e.g. letter of application, resume, proposal argument, informative essay, reflective essay). Indexed.

4-183. Ferrara, Cosmo F. *Writing on the Job: Quick, Practical Solutions to all Your Business Writing Problems.* Englewood Cliffs, NJ: Prentice-Hall, 1995. 330p.

The author offers help, tips, models, checklists, and practical solutions for writing problems. The goal is to enable readers to write clear, effective business prose. Written from the perspective of the business problem that needs to be solved, the book is a handy guide. There are checklists and model documents (e.g. letters, job description, resume, audit report). Indexed.

4-184. Finkelstein, Leo. *Pocket Book of Technical Writing for Engineers and Scientists.* Boston, MA: McGraw-Hill, 2003. One volume.

Volume unavailable for examination.

4-185. Finkelstein, Leo, Jr. *Pocket Book of Technical Writing for Engineers and Scientists.* Boston, MA: McGraw Hill, 2000. 305p.

The component skills needed for technical writing and editing are presented with how-to instructions on preparing different kinds of technical documents. The very practical approach features numerous checklists (e.g. presentation, technical briefing, resume, cover letter, research report, laboratory report, manual, feasibility report, progress report, proposal), and sample documents (e.g. executive summary, resume, cover letter, research report, lab report, feasibility report, progress report, proposal). Indexed.

4-186. Fischer, Ann B. and Margot Northey. *Impact, A Guide to Business Communication.* Englewood Cliffs, NJ: Prentice Hall, 1993. 247p.

The textbook shows students how to communicate better through writing, speaking and listening. Thinking through a problem, making choices, and concentrating on planning and strategy are emphasized. The basics are delivered with examples, guidelines (e.g. letters, memos), model documents (e.g. short informal report, formal report, resume), checklists (misused words and phrases), and exercises. Writing a performance review is included as well as chapters on grammar and punctuation. Indexed.

4-187. Gerson, Sharon J. and Steven M. Gerson. *Technical Writing: Process and Product.* 4th ed. Upper Saddle River, NJ: Prentice Hall, 2003. 558p.

Volume unavailable for examination.

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4-188. Gerson, Sharon J. and Steven M. Gerson. *Technical Writing: Process and Product*. 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2000. 492p.

The authors' approach offers tools for writing successful correspondence on the job. There are process logs, activities, and professional and student written samples. The last unit is a handbook of grammar, punctuation, mechanics and spelling. The book considers criteria for writing a users manual, research reports, reports, technical description, resume, letters and memos. There are a number of sample documents (e.g. proposal, instruction, letter of application, follow up letter, memo, resume, trip report, feasibility report, incident report). Indexed.

4-189. Gillies, Midge. *Business Writing*. New York: AMACOM, 2000. 95p.

The communication style delineated here is concise, meaningful, and focused on the reader. Questions and answers are employed with checklists (e.g. business writing, letter writing) and model documents (e.g. agenda, meeting minutes, memo, press release). Indexed.

4-190. Gilpin, Andrea A. and Patricia Patcet-Golubev. *A Guide to Writing in the Sciences*. Toronto: University of Toronto Press, 2000. 106p.

The guide to practical science writing is directed at undergraduate science students. It shows lab reports, the research essay, proposals, and poster presentations, with tips for getting started, techniques for discussion, and a sample abstract. Indexed.

4-191. Greene, Michael and Jonathan G. Ripley. *Communicating for Future Business Professionals*. Upper Saddle River, NJ: Prentice Hall, 1998. 277p.

The textbook is organized by career step, from applying for a job to communicating in the workplace, and looking at other opportunities. Producing well-designed business documents and presentations is stressed with forms (e.g. progress report, accident report, presentation evaluation), when to write a letter, interview don'ts and questions, and model documents (e.g. resume, application letter, memos, letters, trip report, short report). Indexed.

4-192. Harty, Keven J. *Strategies for Business and Technical Writing*. 4th ed. Boston, MA: Allyn and Bacon, 1999. 377p.

Advice is given about the most important issues in business and technical writing. There are thirty-two essays by different authors on correspondence, long reports, and resumes. The volume delivers checklists (e.g. cover letter), worksheets (e.g. project), guidelines (e.g. email), formatting (e.g. memo) and models (e.g. resume, proposal memo). Indexed.

4-193. Henson, Carol and Thomas L. Means. *Fundamentals of Business Communication*. Cincinnati, OH: South-Western Publishing, 1990. 482p.

The skill building and applications in the textbook employs checkpoints in determining levels of understanding. Written (e.g. informal reports, formal reports, resume, letters, memos), nonverbal, and oral communication skills (e.g. listening, interviews) are examined. There are sample pages, keys to effective listening and model documents (e.g. letter report, memo report, report abstract, resume, application letter). Indexed.

4-194. Inkster, Robert P. and Judith M. Kilborn. *The Writing of Business*. Boston: Allyn and Bacon, 1999. 704p.

Students are challenged to reflect on context and view writing as a method for managing their organizational world in this textbook. It delivers writing checklists, a section devoted to grammar and editing, and numerous sample documents (e.g. student report, formal report, proposal, resume, web resume, letters, position description, policy memo, strategic plan, progress report, email, minutes, memo). Indexed.

4-195. Kelly, Gill. *Business Communication for Bankers*. London: Pitman, 1991. 167p.

Although designed for British students studying for the Chartered Institute of Bankers examination, the basics of writing are communicated. Useful for those working in or corresponding with others in the United Kingdom, there are examples (e.g. report pages, minutes, presentation notes), and model documents (e.g. memoranda, letters, agenda). Indexed.

4-196. Kolin, Philip C. *Successful Writing at Work*. 7th ed. Boston, MA: Houghton Mifflin, 2004. 801p.

An introductory text for writing courses, the detailed guidelines are pictured for writing and designing clear, organized, and readable documents and web sites. Featured are revision checklists, exercises, and numerous sample documents (e.g. minutes, memo, email, letters, letter of recommendation, resumes, letter of application, research paper, executive summary, news release, proposal, progress report, long report). There is a brief guide to paragraphs, sentences and words. Indexed.

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4-197. Lannon, John M. *Technical Communication*. 9th ed. New York: Longman, 2003. 788p.

Volume unavailable for examination.

4-198. Lannon, John M. *Technical Communication*. 8th ed. New York: Longman, 2000. 680p.

In introducing students to technical and professional communication, the author explains, illustrates and applies rhetorical principles to different situations. Chapters feature usability checklists (e.g. memo report, letters, definitions, descriptions, instructions, proposals, analytical reports), exercises, collaborative projects, outlines (e.g. instructions, proposals, analytically report), and sample documents (e.g. memo, email, letters, resumes, instructions, proposal). There is a discussion on how to evaluate a job offer. Indexed.

4-199. Lannon, John M. *Technical Writing*. 7th ed. New York: Longman, 1997. 666p.

Volume unavailable for examination.

4-200. Lannon, John M. and Don Klepp. *Technical Communication*. 2nd Canadian ed. Toronto: Longman, 2003. 695p.

Volume unavailable for examination.

4-201. Lehman, Carol M., William C. Himstreet, and Wayne M. Baty. *Business Communications*. 11th ed. Cincinnati, OH: South-Western College Pub., 1996. 637p.

Volume unavailable for examination.

4-202. Lesikar, Raymond V. and Marie E. Flatley. *Basic Business Communication: Skills for Empowering the Internet Generation*. 10th ed. Boston: McGraw-Hill/Irwin, 2005. 606p.

Volume unavailable for examination.

4-203. Lindsaell-Roberts, Sheryl. *Technical Writing for Dummies*. New York: Hungry Minds, 2001. 310p.

The author provides step-by-step instructions on getting organized, writing clearly, and producing technical documents. Strategy is emphasized in the discussions of user manuals, abstracts, spec sheets, executive summaries, filing a

patent, writing a grant proposal, and publishing in technical journals. The text includes an editing checklist, report outline, a glossary, appendices on punctuation and grammar, and sample documents (e.g. abstract, executive summary). Indexed.

4-204. Locker, Kitty O. *The Irwin Business Communication Handbook: Writing and Speaking in Business Class*. Homewood, IL: Richard D. Irwin, 1993. 122p.

Designed to present the tools needed for classroom writing and speaking, chapters discuss formatting (e.g. document sources), criteria (e.g. report), guidelines (e.g. document page design). There are many examples. Appendix B covers sexist and biased writing. Not indexed.

4-205. Locker, Kitty O. and Stephen K. Kaczmarek. *Business Communication: Building Critical Skills*. 2nd ed. New York: McGraw-Hill/Irwin, 2004. 637p.

There are thirty modules in this textbook on writing, speaking and listening skills. The chapters provide critical skill boxes, links to Internet sites, exercises, checklists, and sample documents (e.g. letters, memos, proposal, progress report, report, resume). There is a glossary. The website offers updated articles, templates for letters and resumes, and links to job-hunting sites. Indexed.

4-206. Londo, Richard J. *Common Sense in Business Writing*. Dubuque, Iowa: Kendall/Hunt Publishing, 1990. 470p.

The author emphasizes the improvement of writing in this textbook. There are exercises, examples, discussion points, techniques to use in improving writing skills, a model resume, and some formal report pages. Indexed.

4-207. Means, Tom. *Business Communication*. Mason, OH; London: South-Western, 2004. 534p.

The combination of traditional approaches with new technology and graphics highlights key points of workplace communication. Chapters contain guidelines (e.g. memos, writing steps, meetings), checklists (e.g. memo, presentations), presentation outline, and sample documents (e.g. memo, agenda, letters, reports, formal report, proposal, resume). There are two glossaries (e.g. key terms, technology) and a consideration of grammar and mechanics in the appendices. Indexed.

4-208. Murphy, Herta A., Herbert W. Hildebrandt and Jane P. Thomas. *Effective Business Communications*. 7th ed. New York: McGraw-Hill Companies, 1997. 617p.

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Volume unavailable for examination.

4-209. Neiditz, Minerva. *Business Writing at its Best*. Burr Ridge, IL: Irwin Professional Pub., 1994. 267p.

The author addresses technical writing, business writing, argument, visual design, persuasion, and critical thinking in this textbook. The principles serve as guidelines. The samples, before and after editing, are very useful. There is a separate list of models and formats for memos, resumes, letters, reports, tables, outlines, and the executive summary. Grammar, punctuation and the Gunning Fox Index are included in the appendices. Not indexed.

4-210. Neman, Beth S. and Sandra Smythe. *Writing Effectively in Business*. New York: HarperCollins, 1992. 496p.

The textbook brings a hard-edged business perspective to writing applications. One section is composed of a usage guide. Chapters that begin with executive summaries, examine case studies, problems, examples and models. There are guidelines (e.g. report, letters, meetings, memos, interviews) and model documents (e.g. executive summary, resume, letters, report). Indexed.

4-211. Newsom, Doug and Bob Carrell. *Public Relations Writing: Form and Style*. 5th ed. Belmont, CA: Wadsworth Publishing Company, 1998. 510p.

The goal here is to turn students and public relations writers into competent wordsmiths. Covering both principles and theory, there are checklists (e.g. news release, feature writing), timetable (e.g. annual report), and sample documents (e.g. news release, memo, cover letter, research report, radio script, television script, letter to shareholders). Indexed.

4-212. Ober, Scot. *Contemporary Business Communication*. 2nd ed. Boston, MA: Houghton Mifflin, 1995. 676p.

Volume unavailable for examination.

4-213. Ober, Scot. *Contemporary Business Communication*. 3rd ed. Boston, MA: Houghton Mifflin, 1998. 600p.

The real world concepts provide students with the skills needed to communicate effectively. Chapters advance checklists (e.g. email, claim letters, questionnaires, reviewing report draft, oral presentation, resume), report outline, exercises, case studies, and sample documents (e.g. letters, proposal, situational report, questionnaire and cover letter, memo report, resume, application letter, report). There is a glossary in the appendix. The new edition incorporates more

technology such as email, electronic resumes, and electronic presentations. Indexed.

4-214. Ober, Scot. *Contemporary Business Communication*. 5th ed. Boston, MA: Houghton Mifflin, 2003. 664p.

Volume unavailable for examination.

4-215. Pfeiffer, William S. and Jan Boogerd. *Technical Writing: A Practical Approach*. 3rd Canadian ed. Toronto: Pearson/Prentice Hall, 2004. 598p.

The textbook stresses the principle that you learn to write by writing as much as possible. There are easy-to-use, numbered guidelines (e.g. memos, email, letters, reports, proposals, presentations), annotated models, dozens of writing assignments, and web links. The book features a handbook of grammar, mechanics and usage, and sample documents (e.g. memo, letters, report, formal report, proposal, resume). Indexed.

4-216. Piotrowski, Maryann V. *Effective Business Writing: A Guide for Those Who Write on the Job*. 2nd ed Rev & Updated. New York: HarperCollins, 1996. 140p.

Introduces professionals to writing in the business world with this concise guide. The volume examines mostly letters, with an editing checklist and steps for writing instructions. There are model documents (e.g. call report, executive summary, letters, letter of recommendation) indicated in the index, a glossary of grammar and usage, and a punctuation review. Indexed.

4-217. Quible, Zane K., Margaret H. Johnson and Dennis Mott. *Business Communication: Principles and Applications*. Englewood Cliffs, NJ: Prentice-Hall, 1996. 474p.

Designed to help employees improve their ability to communicate, written skills are stressed. Each chapter has review questions, application problems, and illustrations of both good and bad writing. There are guidelines (e.g. resume, minutes), checklists (e.g. audience analysis, interview preparation, oral presentations), suggestions (e.g. listening, proposals), parts of a formal report, and model documents (e.g. letters, resume, memo report, feasibility report, letter of transmittal, formal report). Usage, punctuation and formats are provided in the appendices. Indexed.

4-218. Reep, Diana C. *Technical Writing: Principles, Strategies and Readings*. 5th ed. New York: Longman, 2003. 579p.

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Volume unavailable for examination.

4-219. Reep, Diana C. *Technical Writing: Principles, Strategies and Readings*. 3rd ed. Boston: Allyn and Bacon, 1996. 604p.

The focus of this textbook is on technical writing as part of career preparation. There are exercises, readings, models (e.g. formal report, letters, proposals, resumes, memos), and checklists (e.g. ethics, revising) in this interesting combination of textbook and readings. Guidelines for grammar, punctuation and writing mechanics are in the appendix. Indexed.

4-220. Rice, Judith R. *Learning Workplace Writing*. Englewood Cliffs, NJ: Regents/Prentice Hall, 1994. 274p.

Volume unavailable for examination.

4-221. Rodman, Lil. *Technical Communication*. 3rd ed. Toronto: Nelson, 2004. one volume.

Volume unavailable for examination.

4-222. Rodman, Lilita. *Technical Communication*. 2nd ed. Toronto: Harcourt Brace Canada, 1996. 507p.

A college textbook for Canadian students, technical writing principles and writing requirements are covered. The principles are applied to the writing process, strategies, and specific documents. A glossary, exercises and sample documents (e.g. proposal, resume, letters, memo, report, abstract, procedure, instructions) complete the volume.

4-223. Roman, Kenneth and Joel Raphaelson. *Writing That Works: How to Communication Effectively in Business, E-mail, Letters, Memos, Presentations, Plans, Reports, Proposals, Resumes, Speeches*. 3rd ed. New York: Quill, 2000. 193p.

The writing process is presented and applied to different types of business documents. The new edition provides advice on email and the 3-writing environment. Features how to write a business letter, a plan and a proposal with hints, examples and sample documents (e.g. email, letters, resume). Not indexed.

4-224. Rozakis, Laurie. *The Literate Executive*. New York: McGraw-Hill, 2000. 275p.

This work shows executives and professionals how to become better writers and communicators. The effective use of language in the real world is discussed with examples, exercises, and models (e.g. resumes, cover letter, memo, flyer, press release, letters, short report). There are guidelines (e.g. email, letters) and the twelve steps in writing a memo. Indexed.

4-225. Searles, George J. *Workplace Communications: The Basics*. 2nd ed. New York: Longman, 2003. 314p.

This revised edition of a successful textbook offers a practical, hands-on look at job-related communications. There are numerous checklists, exercises and model documents. A review of mechanics appears in the appendix. Indexed.

4-226. Sides, Charles H. *How to Write and Present Technical Information*. 3rd ed. Phoenix, AZ: Oryx Press, 1999. 209p.

Designing, organizing and writing different documents are presented. The basics of using the Internet as a writing tool are introduced. There are examples, checklists (e.g. editing) and model documents (e.g. news release, product description). Indexed.

4-227. Simon, Alan R. and Jordan S. Simon. *The Computer Professional's Guide to Effective Communications*. New York: McGraw-Hill, 1993. 275p.

The written and verbal communication of computer professionals is explored in a fashion similar to other works by this author. While the focus is narrow, the guidelines and model documents (e.g. requirements document, specifications, feasibility study, RFP, proposals, business plan, marketing plan, book proposal, memorandum, presentation materials) apply to other fields. Indexed.

4-228. Sorenson, Ritch, Grace Kennedy, and Ida Ramirez. *Business and Management Communication: A Guide Book*. 3rd ed. revised. Upper Saddle River, NJ: Prentice-Hall, 1997. 232p.

The authors have produced an easy-to-follow reference on writing principles, skills and oral communication guidelines. The fog index and motor-to-weight ratio are explained with examples. There is a good list of points for evaluating videotapes of one's own presentations, and a number of model documents (e.g. letters, resumes, report, memo). Grammar, punctuation, mechanics and style are discussed in the appendices. Indexed.

4-229. Sorenson, Sharon. *Webster's New World Students Writing Handbook*. 4th ed. Foster City, CA: IDG Books Worldwide, 2000. 588p.

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The author has created a type of dictionary of writing. There is an introduction to the basics of good writing followed by an alphabetical arrangement of entries. Definitions, instructions, or analysis is offered for book reports, essays, letters, minutes, memos, research papers, resumes, and other types of documents. There is a glossary, analysis of fifty-five types of writing, and coverage of grammar and usage. Indexed.

4-230. Sparks, Suzanne D. *The Manager's Guide to Business Writing*. New York: McGraw-Hill, 1999. 187p.

This is intended as an intensive short-course in persuasive writing for managers. It offers practical guidelines, the top ten tips for writing, rules and recommendations, a manager's checklist in every chapter, and sample documents (e.g. executive summary, progress report, activity report, proposal, letter, memo). Indexed.

4-231. Stuckey, Marty. *The Basics of Business Writing*. New York: American Management Association, 1992. 80p.

The author describes a simple four-step process for eliminating writers block and learning about writing. The volume provides a project worksheet, writers checklist, writing do's and don ts, and a sample memo. Not indexed.

4-232. Thompson, Terri, ed. *Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism*. 2nd ed. New York: Columbia University Press, 2001. 422p.

The goal here is to demystify business and economics to improve business journalism. This collection of signed essays assumes no prior knowledge and covers a wide range of topics from understanding financial statements to conducting interviews. Part II offers practical reporting and writing tips. There is a glossary. Indexed.

4-233. VanderMey, Randall, Verne Meyer, Jon Van Rys, Dave Kemper and Pat Sebranek. *The College Writer: A Guide to Thinking, Writing and Researching*. Boston, MA: Houghton Mifflin, 2004. 700p.

The authors have prepared a textbook for first year composition courses that combines rhetoric, reader, research guide and handbook. There are forty two annotated student essays, nineteen annotated professional essays, checklists (e.g. essay, effective writing, editing, presentation), guidelines (e.g. experiment report, lab report, field report, interview report, observation report), and model

documents (e.g. resume, application essay, letter, report). A handbook of punctuation, grammar and usage comprises part four. Indexed.

4-234. Vik, Gretchen N, and Jeannette W. Gilsdorf. *Business Communication*. Burr Ridge, IL: Irwin, 1994. 613p.

Volume unavailable for examination.

4-235. Weisman, Herman M. *Basic Technical Writing*. 6th ed. New York: Merriss, 1992. 602p.

Volume unavailable for examination.

4-236. Wienbroer, Diana R., Elaine Hughes and Jay Silverman. *Rules of Thumb for Business Writers*. New York: McGraw-Hill, 2000. 223p.

Designed to meet on-the-job writing challenges, the concise explanations of problems, lists of guidelines and numerous examples are useful. Sample documents (e.g. memo, letter, agenda, press release, cover letter, resumes) appear in the appendix. Indexed.

WRITING SYSTEMS

4-237. Bailey, Edward P. and Philip A. Powell. *The Practical Writer*. 6th ed. Fort Worth, TX: Harcourt Brace College Publishers, 1995. 388p.

The authors offer a step-by-step approach to learning a writing structure. The process moves from the one-paragraph essay to the long research paper. A textbook, there are exercises, case studies, examples, and sample documents (e.g. instructions, research paper). The last two sections function as a handbook on punctuation and expression. Indexed.

4-238. Bailey, Edward P. and Philip A. Powell. *The Practical Writer*. 8th ed. Boston: Thomson Heinle, 2003. 448p.

The latest edition uses the model research paper as a guide to the writing process. It features a glossary of grammatical terms, commonly confused words, exercises, a section on outlining, and a sample research paper. Indexed.

4-239. Beason, Pamela S. and Patricia A. Williams. *Technical Writing for Business and Industry*. Glenview, IL: Scott, Foresman and Company, 1990. 317p.

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The basics of technical writing are revealed, with step-by-step directions on how to write technical documents. A modular approach is used with guidelines, checklists, model documents (e.g. memo, feasibility study) and outlines (e.g. proposals, users guide, memos, report, feasibility study, research report). Indexed.

4-240. Benjamin, Susan. *Words at Work: Business Writing in Half the Time with Twice the Power*. Reading, MA: Addison-Wesley, 1997. 242p.

The author employs a six-step process to make writing faster, forceful and more fun. The six steps include: listing, writing, rewriting, editing, showing and proofreading. There are exercises, checklists and 15 model documents (e.g. letters, memos, proposal, press release). Indexed.

4-241. Bjelland, Harley. *Business Writing the Modular Way: How to Research, Organize and Compose Effective Memos, Letters, Articles, Reports, Proposals, Manuals, Specifications and Books*. New York: AMACOM: 1992. 271p.

The basics of modular writing are described and applied to specific written documents with examples. The writing of articles and books is discussed, along with reports, manuals, and proposals. There is a model query letter for a book. Indexed.

4-242. Bjelland, Harley. *The Write Stuff*. Hawthorne, NJ: The Career Press, 1991. 223p.

The Precedent Sort, a method of organizing material prior to writing, and Modular Writing, a writing system, are explained. Sequential activities in the chapters demonstrate how to research, organize and write both fiction and nonfiction. Emphasizing writing techniques, there are exercises and examples. Indexed.

4-243. Bloomfield, Caroline L. and Irene R. Fairley. *Business Communication: A Process Approach*. San Diego, CA: Harcourt Brace Jovanovich, 1991. 549p.

Designed for instructors who teach business communication, a reader-oriented process approach is used with case studies. Chapters provide exercises, questions, examples, and model documents (e.g. resume, letters, procedure bulletin, proposal). Indexed.

4-244. Bovee, Courtland L., John V. Thill, and Barbara E. Schatzman. *Business Communication Essentials*. Upper Saddle River, NJ: Prentice Hall, 2004. 445p.

This combination of textbook, workbook and handbook features a three-step process approach to business communication. The process is applied to letters, email, memos, reports, presentations, employment messages, grammar and mechanics. Chapters include cases, real-life examples, document critiques, worksheets, exercises, and model documents (e.g. letters, memo, proposal, formal report, resume, application letter). There is a separate handbook of grammar, mechanics and usage. Indexed.

4-245. Brooks, Douglas W. *A Practical Approach to Technical Writing*. Dubuque, IA: Kendall/Hunt Publishing, 1993. 215p.

The practical approach to technical writing is geared towards industrial and business applications. The human factor, communicating with people while dealing with technical data, is advanced. Oral presentations are covered in the appendix. The book incorporates numerous model documents (e.g. resumes, cover letter, descriptions, instructions, procedure, proposal) as the text moves from process to application. Not indexed.

4-246. Diamond, Harriet and Marsha Fahey. *Executive Writing: A Style Manual for the Business World*. Upper Saddle River, NJ: Prentice Hall Regents, 1997. 161p.

Written with Linda Togli, this book aims to teach American style and techniques to nonnative English speakers. Issues handled are polishing business writing, practicing editing skills, mastering syntax, and reviewing the basics of usage. The techniques and exercises used are appropriate for business use. Not indexed.

4-247. Dumaine, Deborah. *Instant-Answer Guide to Business Writing: An A-Z Source for Today's Business Writer*. New York: Writers Club Press, 2003. 479p.

Six steps to reader-centered writing are followed by an alphabetical arrangement of answers to business and technical writing questions. The writing process portrayed features a compendium of English grammar, usage and syntax with an appendix of model documents (e.g. letters, proposals, memos, email, minutes, report). Dictionary in format, the entries vary in length. Indexed.

4-248. Guffey, Mary Ellen. *Writing for Business Audiences*. Cincinnati, OH: Thomson Learning/South-Western, 2001. 371p.

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A practical teaching/learning program is suggested to help readers develop employment skills. Writing skills are emphasized through essential concepts and step-by-step writing plans. The volume supplies a grammar and mechanics handbook, tips (e.g. email), outline (e.g. presentation), and sample documents (e.g. email, memo, letter, letter report, recommendation report, progress report, meeting minutes, informal proposal, formal report, executive summary, resume, application letter). Indexed.

4-249. Ingre, David. *Survivor's Guide to Technical Writing*. Mason, OH: South-Western/Thomson, 2003. 325p.

This textbook illustrates the important elements of contemporary technical communication. The CMAPP model (context, message, audience, purpose, product) is outlined and applied to different situations. Features critical thinking activities, case studies, sample documents (e.g. cover letter, resume, informal proposal, report, email, letter, memo, instructions, process description), a presentation outline, and a grammar and style guide in the appendix. Indexed.

4-250. Ingre, David. *Technical Writing: Essentials for the Successful Professional*. Mason, OH: Thomson, 2003. 248p.

Essentially the same book as the *Survivor's Guide to Technical Writing*, it features an identical arrangement, chapter headings, graphics and appendix. There is no reason to consult both books. Indexed.

4-251. Markel, Mike. *Writing in the Technical Fields: A Step-by-Step Guide for Engineers, Scientists, and Technicians*. New York: Institute of Electrical and Electronics Engineers, 1994. 276p.

A simple but effective system is described for use with any kind of on-the-job writing. The strategies behind specific documents are explained in part two. Appendix A offers sixteen checklists (e.g. letters, memos, minutes, manuals, reports, proposals, progress reports, completion reports). Indexed.

4-252. Pearsall, Thomas E. and Donald H. Cunningham. *How to Write for the World of Work*. 4th ed. Fort Worth, TX: Holt, Rinehart and Winston, 1990. 479p.

The goal here is to lead students from the simpler forms of correspondence to the more challenging writing tasks. Designed for the classroom, the authors present transactional writing that links people together in the world of work. Unit IV contains a writers' guide. There are numerous checklists (e.g. correspondence, letters, reports, instructions, proposal, oral reports), and model documents (e.g. letter, memo, memorandum report, request letter, resume, application letter, process report, recommendation report, proposal). Indexed.

4-253. Roebuck, Chris. *Effective Communication*. New York: AMACOM, 1998. 96p.

A self-assessment method that is high on motivation is advanced. Topics depicted are the telephone, listening, writing a report, and a development plan. The exercises are based on the self-assessment method. Indexed.

4-254. Starkey, Lauren. *Goof-Proof Business Writing*. New York: Learning/Express, 2003. 176p

The author suggests a method for identifying mistakes in your writing and learning how to avoid them. While the focus is on the organization, language and mechanics of writing, the top ten business formats are explored with checklists (e.g. email, thank you letter, instructions), format guidelines (e.g. email, letter, memo, agenda, proposal, instructions) and sample documents (e.g. email, letter, memo, agenda, proposal, progress report, incident report, evaluation report, thank you letter, instructions). Not indexed.

4-255. Stull, James B. and John W. Baird. *Business Communication: A Classroom Simulation*. Englewood Cliffs, NJ: Regents/Prentice Hall, 1993. 172p.

An entire semester's material is integrated into one overall scheme in which communication is used to resolve business issues. Intended to spice up team-taught courses, there are self-initiated assignments, exercises, examples, and model documents (e.g. corporate culture statement, letter of introduction, proposal, letters, resume, cover letter), and the fifty most common interview questions. Indexed.

4-256. Tebeaux, Elizabeth. *Design of Business Communications: The Process and the Product*. New York: Macmillan, 1990. 516p.

The method by which a writer can plan and write any business document employs five concepts that can be applied and adapted as needed. The book presents guidelines for designing various types of written business communication with exercises, examples, and guidelines (e.g. letters, resume informal reports, formal reports, proposals, business plan, instructions, procedures and policies). There is an extensive section on editing. Indexed.

4-257. White, Nancy. *Writing Power*. 3rd ed. New York: Simon & Schuster, 2003. 290p.

Volume unavailable for examination.

4-258. White, Nancy. *Writing Power*. 2nd ed. New York: Simon & Schuster, 2001. 290p.

This writing system moves from rules for writing to the writing process. Specific writing questions are addressed through the do's and don'ts of writing, editing, and revising. Features a research report checklist and sample documents (e.g. outline, essay, short report). Not indexed.

4-259. Worth, Richard. *Webster's New World Business Writing Handbook*. Indianapolis, IN: Wiley, 2002. 372p.

The author introduces a three-step process and then applies it to different kinds of situations. Chapters are devoted to cover letters, memos, proposals, reports, email, and oral presentations. The volume provides a glossary, sample documents (e.g. memo, procedure, letters, proposal, grant proposal, email, a procedure outline), and an appendix on the mechanics of writing. Indexed.

Chapter 5

WRITTEN COMMUNICATION

When individuals are unable to communicate their ideas in printed documents, all areas of the workplace are affected. The business plan required to acquire venture capital fails or product instructions generate complaints rather than sales. Excellent written documents bring success in both the business and technical fields.

This chapter identifies books published since 1990 with guidelines, proven techniques, and sample documents for improved written products. Most of the paper generated in a work environment takes the form of email, letters, and memos. Numerous published books advance well-tested approaches for mastering effective written communication skills.

The process of beginning, developing and maintaining a business necessitates business plans, marketing plans, annual reports, and catalogs. For the novice and those needing improvement, there are tips, outlines, and samples of finished documents. Internal communication takes many forms, each with a unique format and specific requirements.

The pursuit of the perfect job and correct career choice requires another written product, the resume. The different types of resumes (e.g. traditional, electronic, scannable) are important step in career development along with learning when the traditional form is more relevant than the electronic.

The largest section of Chapter 5 concerns the specialized documents; i.e., manuals, proposals, and reports. Each of these document types requires special attention to purpose, audience and content. Practitioners and teachers reveal solutions for each problem that has to be handled.

ANNUAL REPORTS

5-001. Aronson, Merry and Don Spetner. *The Public Relations Writer's Handbook*. New York: Lexington Books, 1993. 210p.

The authors provide a simple approach to creating a range of documents. Along with guidelines for writing a speech and sample letters, there is a framework for an annual report and a sample chairperson's letter. Indexed.

5-002. Herring, Jerry. *Annual Report Design: A Guide to the Annual Report Process for Graphic Designers and Corporate Communicators*. New York: Watson-Guption Publications, 1990. 159p.

The book has a road map to the process of producing an annual report. Concerned with the print product only, design and production prior to electronic filing are emphasized. There is a glossary, and a key to SEC requirements. Indexed.

BUSINESS PLANS

5-003. Abrams, Rhonda. *The Successful Business Plan: Secrets and Strategies*. 4th ed. Palo Alto, CA: The Planning Shop, 2003. 417p.

5-004. Abrams, Rhonda. *The Successful Business Plan: Secrets & Strategies*. Grants Pass, OR: Oasis Press/PSI Research, 1991. 307p.

Entrepreneurs are led step-by-step through the process of developing, preparing, and presenting a business plan. The latest edition features a chapter on e-business, over one hundred tips, ninety nine worksheets, a glossary, sample business plan, a business plan outline, and a sample cover letter. Additional Excel templates can be downloaded for a fee. Indexed.

5-005. Anderson, Robert L. and John S. Dunkelberg. *Entrepreneurship: Starting a New Business*. New York: Harper & Row, 1990. 594p.

Students are given the knowledge and tools needed to plan, design, and start a new business. With numerous examples, vignettes, and cases, the textbook stresses the planning process. There is a chapter on the business plan with an outline and a sample plan. Indexed.

5-006. Arkebauer, James B. *The McGraw-Hill Guide to Writing a High-Impact Business Plan: A Proven Blueprint for Entrepreneurs*. New York: McGraw-Hill, 1995. 208p.

This comprehensive, practical guide contains all the basics, enhanced with checklists, work guides, and examples. There is a glossary and list of organizations and associations. A sample business plan is in the appendix. Indexed.

5-007. Aspatore, Jonathan R. *Vault Reports Guide to Starting Your Own Business*. Boston, MA: Houghton Mifflin, 1998. 296p.

Written with H. S. Hamadeh, Samer Hamadeh and Mark Oldman, the volume combines an explanation with examples. While focusing on securing funding for a new business, there is a glossary, chapter on writing the business plan, and a sample plan in the appendix. Not indexed.

5-008. Bangs, David H., Jr. *The Business Planning Guide. Creating a Plan for Success in Your Own Business*. 8th ed. Chicago, IL: Dearborn Financial Publishing, Upstart Publishing Company, 1998. 216p.

The basics of creating a business plan are described, with worksheets and sample plans. An outline (appendix 2) is based on the evaluation of numerous plans and alternatives. Additional assistance can be found in sample supporting documents (e.g. letter, floor plan, resume, partnership agreement), and corporate checklist. Three sample plans and a glossary appear in the appendices. Indexed.

5-009. Batchelor, Andrew J., Jr. and Timothy E. Nesmith. *Venture Trac*. Lancaster, OH: Tangent Publishing, 1992. 403p.

This is a step-by-step guide to producing a professional business plan. While promoting a specific software program, the principles, examples, and sample business plan are relevant. Indexed.

5-010. Bell, C. Gordon. *High-Tech Ventures*. Reading, MA: Addison-Wesley, 1991. 387p.

Entrepreneurs are encouraged to examine all dimensions of a new venture through the diagnostic method presented. Written with John E. McNamara, chapter 3 on the business plan discusses flaws and rules. There is a sample business plan. Indexed.

5-011. Berle, Gustav. *Planning and Forming Your Company*. New York: John Wiley & Sons, 1990. 272p.

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Suggestions and tips on planning and creating a business plan are supplied for entrepreneurs. The volume features a form with questions to answer, sample business plan, and sample cover letter. There is a glossary of general business and international trade terms. Indexed.

5-012. Berle, Gustav and Paul Kirschner. *The Instant Business Plan Book: 12 Quick-and-Easy Steps to a Profitable Business Plan*. Santa Maria, CA: Puma Publishing, 1994. 147p.

The authors propose twelve easy steps for creating a business plan. Most of the book consists of a sample business plan for a retail store. Indexed.

5-013. Berle, Gustav and Paul Kirschner. *The International Instant Business Plan Book: 12 Quick-and-Easy Steps to a Profitable Business*. Santa Maria, CA: Puma Publishing, 1996. 249p.

Presents twelve steps that correspond to the twelve parts of the business plan. The program is enhanced with guidelines, a checklist, worksheets, sample business plan, and an appendix with opportunities in various countries. Indexed.

5-014. Berry, Tim. *CPA's Guide to Developing Effective Business Plans 2000*. San Diego, CA: Harcourt Brace Professional, 1999. 506p.

Designed for accountants, the development of a business plan using specific software (disk included) is covered. The basics of the plan are explained with examples, a glossary, checklist (e.g. business planning project), outline, and three sample business plans. Indexed.

5-015. Brenner, Gary, Joel Ewan and Henry Custer. *The Complete Handbook for the Entrepreneur*. Englewood Cliffs, NJ: Prentice-Hall, 1990. 757p.

Writing and presenting a business plan are the focus of this comprehensive desk reference. While most of the book consists of exhibits such as tax forms, there is practical advice and a sample business plan. Indexed.

5-016. Cohen, William A. *Model Business Plans for Product Businesses*. New York: John Wiley & Sons, Inc., 1995. One volume.

The author contemplates everything needed to write a complete, custom-designed business plan. The key elements and guidelines appear in the appendix.

Chapters 1-9 are sample plans. The appendix has forms to use in developing a plan. Indexed.

5-017. Cossman, E. Joseph and William A. Cohen. ***Making IT! Wealth-Building Secrets from Two Great Entrepreneurial Minds.*** Englewood Cliffs, NJ: Prentice Hall, 1994. 326p.

Based on the authors' experiences, the principles of starting a business are examined, followed by the mechanics of selling and receiving free services. Chapter 7 on the business plan has an outline of its structure, a list of ingredients common to good plans, planning pitfalls, and the key elements of success. Indexed.

5-018. Covello, Joseph and Brian Hazelgren. ***Your First Business Plan.*** 3rd ed. Naperville, IL: Sourcebooks, 1998. 149p.

Organized in the sequence to be followed when writing a business plan, the book uses a question-and-answer style. It features sample forms, sample business plan, and a glossary of planning and financial terms. For a more comprehensive look at different plans, see the companion book. Indexed.

5-019. Covello, Joseph A. and Brian J. Hazelgren. ***The Complete Book of Business Plans: Simple Steps to Writing a Powerful Business Plan.*** Naperville, IL: Sourcebooks, 1994. 317p.

The authors present a system to assist anyone in preparing an effective business plan. The five chapters correspond to five sections of the plan. There are eleven sample business plans and a glossary. The sample plan in chapter 3 is the same one found in their shorter companion book published in 1998. Not indexed.

5-020. Cross, Wilbur and Alice M. Richey. ***The Prentice Hall Encyclopedia of Model Business Plans.*** Paramus, NJ: Prentice Hall Press, 1998. 345p.

A comprehensive guidebook, the basic introduction is followed by real plans grouped by the type of business. There is a glossary, worksheets and a business plan outline. Indexed.

5-021. Crouner, Robert P. ***Developing a Strategic Business Plan With Cases: an Entrepreneur's Advantage.*** Homewood, IL: Richard D. Irwin, 1991. 241p.

Focusing on developing a strategic business plan, the author supplies tools, case studies, and a sample business plan. The basic information needed is present. Not indexed.

5-022. Gumpert, David E. *How to Really Create a Successful Business Plan: Featuring the Business Plans of Pizza Hut, Software Publishing Corp., Celestial Seasonings, People Express.* 4th ed. Needham, MA: Lausen Publishing, 2003. 236p.

Volume unavailable for examination.

5-023. Gumpert, David E. *Inc. Magazine Presents How to Really Create a Successful Business Plan.* 3rd ed. Boston, MA: Inc.; Goldhirsh Group, 1996. 236p.

This comprehensive guide takes you through the critical planning issues with exercises and examples from specific companies (e.g. Pizza Hut, Ben & Jerrys, People Express, Celestial Seasonings). There is a sample executive summary. Indexed.

5-024. Holtz, Herman. *The Business Plan Guide for Independent Consultants.* New York: John Wiley & Sons, inc., 1994. 228p.

While concentrating on establishing a consulting business, the author adds an outline of a business plan, worksheets for several activities (e.g. market plan) and a sample partnership agreement form. There is a list of additional resources in the appendix and a floppy disk. Indexed.

5-025. Horan, Jim. *The One Page Business Plan: Start with a Vision, Build a Company!* 2nd ed. Berkeley, CA: One Page Business Plan, 2003. 97p.

An easy-to-use process is suggested in an effort to make a complex subject simpler. The five elements of the plan are described, with exercises and examples in a workbook style. There is a sample one page business plan. Not indexed.

5-026. Hyypia, Erik. *Crafting the Successful Business Plan.* Englewood Cliffs, NJ: Prentice-Hall, 1992. 208p.

Designed to make the process simple, each of the nine chapters examines a different part of a successful business plan. While there are no sample plans, the instructions and worksheets are very useful. Chapter 10 handles using the plan to secure financing. Not indexed.

5-027. Johnson, Ron. *Perfect Business Plan: All You Need to Get it Right the First Time.* London: Ran House Business, 2003. 129p.

Volume unavailable for examination.

5-028. Kahrs, Kristin, ed. *Business Plans Handbook: A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America*. New York: Gale Research, 1995. 649p.

Thirty-three business plans are arranged within twenty-eight topics. The real plans have been fictionalized for confidentiality. With no index, the table of contents must be used to locate an appropriate plan. There is a glossary of small business terms. Not indexed.

5-029. Luther, William M. *The Start-up Business Plan*. New York: Prentice Hall, 1991. 245p.

Volume unavailable for examination.

5-030. McKeever, Mike P. *How to Write a Business Plan*. 4th ed. Berkeley, CA: Nolo Press, 1992. 252p.

Edited by Lisa Godoftas, the tools and techniques needed to write a first-rate business plan and loan application are provided. A revised edition of Nolo Press's 1988 book, the differences between complete, quick, stripped-down and customized plans are delineated. There are three sample plans for service, manufacturing, and project development businesses along with blank forms in the appendix. Indexed.

5-031. McLaughlin, Harold J. *The Entrepreneur's Guide to Building a Better Business Plan: A Step-by-Step Approach*. New York: John Wiley & Sons, Inc., 1992. 289p.

The author brings together the fundamentals of the business plan and shows how to effectively present the plan. A step-by-step approach and case study are employed in following the process from beginning to end. The marketing plan is discussed as one part of the business plan. Two sample business plans are included, one for manufacturing and one for other enterprises. Indexed.

5-032. Maltzman, Steve and Mike Benshoof. *Business Plan Guide: Simple Steps to Building Business Plans*. Washington, DC: BuilderBooks, 2003. 121p.

Developed by a standing committee of the National Associate of Home Builders, the book guides readers through the process of creating a business plan. Along with the numerous exercises, there are ten essential components of a business plan, and a sample executive summary. Not indexed.

5-033. Massarella, Gregory J., Patrick D. Zorsch, Daniel D. Jacobson, and Marc J. Ritenhouse. *How to Prepare a Results-Driven Business Plan*. New York: AMACOM, 1993. 185p.

The volume is comprised of a pragmatic, process-oriented approach to writing a business plan. Part one has the conceptual or data gathering stage. Part two concentrates on converting the results from part one into a focused plan. There are formats, examples, and a checklist for goal evaluation. The appendix has a sample plan for a manufacturing company. Indexed.

5-034. Merrill, Ronald E. and Henry D. Sedgwick. *The New Venture Handbook*. New and Updated Edition. New York: AMACOM, 1993. 304p.

Intended as a practical guide for entrepreneurs, the focus is on analyzing and understanding the key aspects of a new venture. Chapter 12 examines the business plan with a checklist of common deficiencies. Indexed.

5-035. Merrill, Ronald E. and Gaylord E. Nichols. *Raising Money: Venture Funding and How to Get It*. New York: AMACOM, 1990. 283p.

While covering every step in the money-raising process, the authors identify six keys to a good business plan. There is advice on how to organize the plan and avoid business plan blunders. There is a glossary. Indexed.

5-036. O'Hara, Patrick D. *The Total Business Plan: How to Write, Rewrite, and Revise*. 2nd ed. New York: John Wiley & Sons, 1994. 316p.

Readers are taken step-by-step through the planning process, complete with a Lotus-based program that can be customized. Intended as a reference source to guide entrepreneurs, the analysis and decision-making processes are highlighted. There is a sample business plan, and a separate disk with business plan outlines and forms. Indexed.

5-037. Osteryoung, Jerome S. and Diane L. Denslow. *So You Need to Write a Business Plan!* Mason, OH: Thomson/South-Western, 2003. 285p.

How to write a business plan is emphasized with examples, exercises, worksheets, and sample documents. A complete business plan appears in the appendix; however, chapters usually have samples of the business plan section covered (e.g. executive summary, marketing plan). Chapter 4 has guidelines for developing a feasibility study. Not indexed.

5-038. Pinson, Linda. *Anatomy of a Business Plan*. 5th ed. Chicago, IL: Dearborn Trade Publishing, 2001. 278p.

The author reveals a clear and easy-to-understand process for developing a business plan. The process delivers a marketing plan outline, glossary of business and financial terms, forms, worksheets, and sample documents (e.g. business plans, resume, executive summary). There are three full-length business plans. Indexed.

5-039. Rainsford, Peter and David H. Bangs, Jr. *The Restaurant Planning Guide*. 2nd ed. Chicago, IL: Upstart Publishing Company, 1996. 146p.

The goal here is to construct a logically arranged and complete business plan and financing proposal. While stressing restaurants, there is a generic outline of a business plan and samples of the various parts scattered throughout. A glossary and worksheets are also available. Indexed.

5-040. Schilit, W. Keith. *The Entrepreneur's Guide to Preparing a Winning Business Plan and Raising Venture Capital*. Englewood Cliffs, NJ: Prentice Hall, 1990.

Volume unavailable for examination.

5-041. Siegel, Eric S., Brian R. Ford and Jay M. Bornstein. *The Ernst and Young Business Plan Guide*. 2nd ed. New York: John Wiley & Sons, Inc., 1993. 194p.

A step-by-step procedure leads entrepreneurs to prepare a business plan. The description goes beyond the minimum to explain why certain information is needed. A model business plan is dissected, presenting an entire plan in pieces through chapters 4-14. Parts of the hypothetical model appear bold typeface with comments. Indexed.

5-042. Tiffany, Paul and Steven Peterson. *Business Plans for Dummies*. Foster City, CA: IDG Books, 1997. 354p.

The six major elements of a business plan are delineated with step-by-step instructions. There is a diagnostic questionnaire and sample documents (e.g. mission statement, business plan). Indexed.

5-043. Vandenburghs Chartered Accountants. *The Focused Business Plan*. Aldershot, Hants, England; Brookfield, VT: Gower Publishing Company, 1992. 178p.

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Written from the British viewpoint, this book is designed to improve the process, techniques, and results. Part two identifies the contents of the business plan. Chapters report what users think of the business plans. There are some differences in usage between countries, but the basics covered are the same. There are several plans included. Not indexed.

5-044. Walcoff, Philip. *The Fast Forward MBA in Business Planning for Growth*. New York: John Wiley & Sons, 1999. 212p.

This is a hands-on workbook to guide business owners and managers through the process of preparing a business plan. Using an unique approach that emphasizes growing the business, it features sample business plans in the appendix, numerous examples, and exercises. Indexed.

BROCHURES AND CATALOGS

5-045. Blake, Gary and Robert W. Bly. *The Elements of Copywriting: the Essential Guide to Creating Copy that Gets the Results You Want*. New York: Macmillan, 1997. 176p.

The principles of copywriting are presented, accompanied by rules and tips for specific tasks (e.g. brochures, catalogs, press releases). There are guidelines for manuals, rules for promotional newsletters, techniques for catalog copy, guidelines for brochure copy, and a sample news release. Indexed.

5-046. Bly, Robert W. *Advertising Manager's Handbook*. Englewood Cliffs, NJ: Prentice-Hall, 1993. 800p.

Based on proven principles and practices, an approach to planning, implementing, and managing an advertising program is shown. Brochures, catalogs, seminars, and speeches are discussed. The author proffers advice, guidelines, tips (e.g. press release), and checklists (e.g. sales brochure, catalog). There is a sample press release and production worksheets for a catalog. Indexed.

5-047. Bly, Robert W. *The Perfect Sales Piece: a Complete Do-It-Yourself Guide to Creating Brochures, Catalogs, Fliers, and Pamphlets*. New York: John Wiley & Sons, 1994. 237p.

Step-by-step instructions for every phase of brochure development are supplied, with numerous examples. The volume features a checklist (e.g. proofreading, product literature) and tips (e.g. good design, getting photographs). Indexed.

5-048. Hahn, Fred E. *Do-it-Your self Advertising: How to Produce Great Ads, Brochures, Catalogs, Direct Mail, and Much More.* New York: John Wiley & Sons, 1993. 246p.

A guide for creating or supervising advertising and promotional activities, each chapter focuses on a different activity with lots of examples. A separate table of checklists leads to ones for brochures, catalogs, presentations, meetings, and other activities. Indexed.

5-049. Lewis, Herschell G. *Catalog Copy that Sizzles: All the Hints, Tips, and Tricks of the Trade You'll Ever Need to Write Copy that Sells.* Lincolnwood, IL: NTC Business Books, 2000. 272p.

Both the timeless and the new rules of catalog writing are employed in examining fourteen types of catalog writing. Included are the seven basic reactions of catalog recipients, with real-life examples and illustrations. Not indexed.

5-050. Sroge, Maxwell. *101 Tips for More Profitable Catalogs.* Lincolnwood, IL: NTC Business Books, 1990. 122p.

Volume unavailable for examination.

COVER LETTERS

5-051. Beatty, Richard H. *175 High-Impact Cover Letters.* 2nd ed. New York: John Wiley & Sons, Inc., 1996. 240p.

Six types of cover letters are examined, including employer broadcast letter, search firm letter, advertising response, networking cover letter, resume letter, and thank you letter. Chapter 7 on thank you letters is new to this edition. Chapters discuss the purpose and key elements of each letter type. The bulk of the volume is comprised of sample cover letters. Indexed.

5-052. Beatty, Richard H. *The Perfect Cover Letter.* 2nd ed. New York: John Wiley & Sons, Inc., 1997. 180p.

A practical manual for the design and construction of effective cover letters, it begins by describing the purpose and importance of cover letters. Purpose is then contrasted with good and bad designs. The last four chapters contain detailed instructions for preparing a wide range of cover letters, with some examples of bad letters. There are samples of a resume letter, thank you letter, letter for answering an advertisement, and a general broadcast letter. Indexed.

5-053. Besson, Taunee S. *National Business Employment Weekly Guide to Cover Letters*. 3rd ed. New York: John Wiley & Sons, 1999. 284p.

This invaluable resource discloses sound advice, practical tips, and techniques for developing effective letters. A process-oriented approach is employed with sample letters for different situations (e.g. thank you, follow up, acceptance) and a sample resume. There is a skills inventory test. Indexed.

5-054. Block, Jay A. and Michael Betrus. *101 Best Cover Letters*. New York: McGraw-Hill, 1999. 223p.

A companion to *101 Best Resumes*, the authors offer over one hundred model letters and ten sample resumes. The book features tips for writing cover letters, interviewing, negotiating a salary, and working with executive recruiters. Indexed.

5-055. Fein, Richard. *Cover Letters! Cover Letters! Cover Letters!* 2nd ed. Franklin Lakes, NJ: Career Press, 1997. 190p.

The process of writing cover letters is explained in manageable parts, examining the four paragraphs needed for a good letter. The book features sample cover letters for different situations and sample resumes. Indexed.

5-056. Frank, William S. *200 Letters for Job Hunters*. Berkeley, CA: Ten Speed Press, 1990. 345p.

The author uses letters written by and to him to present a job search process based on networking and the use of letters. Over two hundred letters illustrate letter-writing techniques and letter formats. There is a list of the thirteen common mistakes of letter writing. The letters are organized by themes, but the index or table of contents must be used to locate topics. Indexed.

5-057. Hansen, Katharine and Randall S. Hansen. *Dynamic Cover Letters: How to Write the Letter That Gets You the Job*. Rev ed. Berkeley, CA: Ten Speed Press, 2001. 171p.

The authors show step-by-step how to create a cover letter for any position. The goal is to create one that will get someone to read the attached resume. There are checklists (e.g. cover letter, editing, revising), guidelines (e.g. writing style), worksheets (e.g. cover letters), and sample cover letters. Along with the good and bad models are critiques, a marketability quiz, and grammar and style do's and don'ts. Indexed.

5-058. Krannich, Ronald L. and Caryl Rae Krannich. *Job Search Letters That Get Results*. 2nd ed. Manassas Park, VA: Impact Publications, 1995. 278p.

Designed to take the anxiety out of letter writing, the fifty key principles for writing, distributing and following up are outlined in Chapter 2. There are samples of cover letters, follow up letters, and thank you letters. The letters on responding to advertisements are position specific. New to the second edition is a chapter on planning and evaluation to implement a job search plan. Indexed.

5-059. McKinney, Anne, ed. *Cover Letters That Blow Doors Open*. Fayetteville, NC: PREP Publishing, 1999. 257p.

The basics of letter writing are presented as a template or model for an all-purpose cover letter. The sample cover letters are arranged by field (e.g. banking, marketing) and for special situations (e.g. resigning). This volume is best when used in conjunction with a book on resumes and the job search process. Not indexed.

5-060. Provenzano, Steven. *The Guide to Basic Cover Letter Writing*. Lincolnwood, IL: VGM Career Horizons, 1995. 88p.

Volume unavailable for examination.

5-061. Provenzano, Steven. *The Guide to Basic Cover Letter Writing*. 2nd ed. Chicago, IL: VGM Career Books, 2004. 130p.

Volume unavailable for examination.

5-062. Provenzano, Steven. *Top Secret Resumes and Cover Letters*. Chicago, IL: Dearborn Financial Publishing, 1995. 218p.

The approach in this work is preparing a self-marketing tool consisting of a resume and a cover letter. There are personal assessment worksheets and sample documents (e.g. cover letters, follow-up letters, resumes). Indexed.

5-063. Ryan, Robin. *Winning Cover Letters*. 2nd ed. New York: Wiley, 2002. 238p.

The Power Impact Technique, a formula for writing and improving cover letters, is introduced. There are cover letter worksheets and sample documents (e.g. resume, cover letter). Indexed.

5-064. Yate, Martin. *Cover Letters That Knock ‘em Dead*. Holbrook, MA: Adams Publishing, 1995. 203p.

How to write a compelling cover letter is highlighted along with key phrases and wording techniques. The author supplies different kinds of letters with sample letters by type, a list of power phrases and words, and a checklist for the cover letter. Samples include responses to advertisements by type of position, “cold” cover letters, broadcast, networking, thank you, acceptance, rejection, and resignation letters. Not indexed.

5-065. Yate, Martin. *Cover Letters That Knock ‘em Dead*. 5th ed. Holbrook, MA: Adams Media, 2003. 306p.

The basic intent and approach to writing cover letters continues into the new edition. Enhancements include using the Internet for job-hunting and creating electronic cover letter. The fifth edition features email versions of everything from follow-up letters to rejections of offers and resignations. Sample letters represent different types of positions along with the different situations. Indexed.

ELECTRONIC DOCUMENTS

5-066. Bivins, Thomas and William E. Ryan. *How to Produce Creative Publications: Traditional Techniques and Computer Applications*. Lincolnwood, IL: NTC Business Books, 1991. 438p.

This textbook applies computer technology to the traditional approaches to writing, editing, and designing publications. Four basic publication formats (e.g. newsletters, magazine, annual reports brochures) are discussed; however the techniques presented can be applied to other formats. The volume features annual report contents, brochure copy, a sample newsletter article, and a sample president’s letter. Indexed.

5-067. Denton, Lynn and Jody Kelly. *Designing, Writing, and Producing Computer Documentation*. New York: McGraw-Hill, 1993. 258p.

Designed for technical and computer industry writers, a comprehensive course to mastering needed skills is presented. Not designed as a textbook, the examples, tips and techniques should help writers make product documentation more useful, attractive and accessible. Sample chapters from a design guide appear in one of the appendices. Indexed.

5-068. Miller, Susan and Kyle Knowles. *New Ways of Writing*. Upper Saddle River, NJ: Prentice Hall, 1997. 199p.

The focus here is on how to make computers not only tools for writing but active participants in writing success. The move from isolated to connected uses of computers is presented in a handbook format. Reports, letters, memos and resumes are covered in the discussion of specific kinds of academic, personal and professional documents. There are tips for email, examination of newsgroups and the World Wide Web, examples, and model documents (e.g. letter, memo). Indexed.

5-069. Paradis, James G. and Muriel L. Zimmerman. *The MIT Guide to Science and Engineering Communication*. Cambridge, MA: The MIT Press, 1997. 290p.

To bridge the gap between novice and professional, this book stresses the processes and forms that help writers create documents. It begins with organizing documents and compares drafts with revised versions. Several types of documents are explained, with models (e.g. letters, email, research proposal, letter of transmittal, executive summary, resume). Indexed.

5-070. Weddle, Peter D. *Electronic Resumes for the New Job Market*. Manassas Park, VA: Impact Publications, 1995. 161p.

The techniques for writing and distributing an electronic resume are described. The basics of preparing a resume are considered while discussing the electronic workplace and new job market. The volume features sample resumes, the fifteen steps to a high-powered electronic resume, and ten key questions for evaluating a job bank. Indexed.

EMAIL

5-071. Angell, David and Brent Heslop. *The Elements of E-Mail Style*. Reading, MA: Addison-Wesley Publishing, 1994. 157p.

This book aims to simplify and summarize contemporary rules of writing in an e-mail context. Writing rules and usage principles are applied to e-mail with advice. There is a jargon glossary. Indexed.

5-072. Booher, Dianna. *E-writing: 21st-century Tools for Effective Communication*. New York: Pocket Books, 2001. 387p.

Meant for professionals, a five-step thinking process and suggestions to apply good writing techniques to electronic communications are provided. The author emphasizes editing for grammar, content, clarity, conciseness, and style. Features include an editing checklist, guidelines for documents, the parts of proposals, document plan sheet, and samples (e.g. outline, meeting minutes, service report). Indexed.

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5-073. Fielden, John S., Jean D. Gibbons, and Ronald E. Dulek. *Throw Me the Bottom Line ... I'm Drowning in E-mail!* Fort Pierce, FL: Pioneer River Press, 2003. 102p.

The authors utilize a conversational style for addressing the problem of bad writing in e-mail. They proffer a formula (Bob's rules) for applying the bottom line to written communications. Not indexed.

5-074. Smith, Helen. *Letter-Writing, E-mail & Texting Essentials.* London; New York: Foulsham, 2003. 192p.

Three methods of effectively communicating by letter, email and text are indicated. While personal situations are highlighted, some business-related letters relate to employment. Featured are tips for text messaging and samples (e.g. letters, email). Indexed.

5-075. Sullivan, Maureen. *E-Speak: Everything You Need to Know Before You Hit the Send Button and Best Practices for Other 21st-century E-tools.* Melville, NY: DBM/Thomson, 2003. 130p.

Readers are introduced to Jungian psychological principles as they apply to email and telephone etiquette. Style, pitfalls, and grammar for email are considered with some workbook pages and a survey for determining email style. Not indexed.

EMPLOYEE PUBLICATIONS

5-076. Bernstein, Leyna. *Creating Your Employee Handbook.* San Francisco, CA: Jossey-Bass, 2000. 256p.

A step-by-step guide for creating an employee handbook, it includes a complete collection of policies. Designed for nonprofit organizations, how policies can be written to reflect an organization's size, mission and culture is demonstrated. Policies are shown in three versions with illustrations on modifications that can be made. Topics include benefits and workplace health. An accompanying disk includes all the sample policies. Indexed.

ESSAYS

5-077. Burnham, Any, Daniel Kaufman, and Chris Dowhan. *Essays That Will Get You into Business School.* Hauppauge, New York: Barron's Educational Series, 1998. 166p.

The process depicted proposes the tools and strategies needed to produce effective essays. The volume contains fifty model essays accompanied by the questions addressed and suggestions for improvement. Indexed.

5-078. Donald, Robert B., Betty R. Morrow, Lillian G. Wargetz, and Kathleen Werner. *Writing Clear Essays*. 3rd ed. Upper Saddle River, NJ: Prentice-Hall, 1996. 418p.

The authors focus on writing essays, but refer to their previous work on creating paragraphs. The basic tools for creating essays are disclosed with examples and exercises. There are chapters devoted to writing the research paper and preparing and taking an essay test. Indexed.

LETTERS

5-079. Ashley, A. *Oxford Handbook of Commercial Correspondence*. Oxford: Oxford University Press, 2003. 304p.

Practical assistance with writing commercial correspondence is offered through instructions on writing clearly and effectively. With chapters arranged by topical area (e.g. complaints, banking), guidance is provided for letters, faxes, emails, reports, memos, social correspondence, application letters, and curriculum vitae. The volume has a glossary, answer key, and sample documents (e.g. faxes, letters, email, memos, brief report, curriculum vitae). Indexed.

5-080. Baugh, L. Sue. *Handbook for Practical Letter Writing*. Lincolnwood, IL: National Textbook Company, 1991. 328p.

Designed to provide quick answers to questions about writing letters, part one is portrays starting, organizing, and producing letters. Part two consists of model letters. The author promotes a three-step letter writing process in which each letter must answer four questions. The sample documents have brief descriptions of the type of letter. Indexed.

5-081. Baugh, L. Sue, Maridell Fryar and David A. Thomas. *How to Write First-Class Business Correspondence: The Handbook for Business Writing*. Lincolnwood, IL: NTC Publishing Group, 1995. 302p.

This volume is comprised of guidelines, examples, and models (e.g. letters, proposal letter, press release, resume, letter of application) to help readers become effective business writers. Writing is broken into three major steps that are applied to all business writing. One section is devoted to electronic communication and another to a review of grammar and style. Indexed.

5-082. Bly, Robert W. *The Encyclopedia of Business Letters, Fax Memos, and E-mail*. Franklin Lakes, NJ: Career Press, 1998. 286p.

The author presents more than three hundred model letters that are adaptable to different business occasions. Along with rules (e.g. letters, faxes, memo, email), there are tips (e.g. email), and sample documents (e.g. letters, resume, memo). Indexed.

5-083. Bly, Robert W. *Webster's New World Letter Writing Handbook*. New York: Wiley, 2004. 584p.

The essentials of effective letter writing are combined here with more than three hundred real-world customizable letters. The volume features the twelve rules for better letter writing and a glossary. Indexed.

5-084. Booher, Dianna. *The Complete Letterwriter's Almanac: A Handbook of Model Letters for Business, Social and Personal Occasions*. Englewood Cliffs, NJ: Prentice Hall, 1992. 354p.

Over two hundred model letters are supplied for business, personal, and social occasions. There are suggestions on alternate phrasing, guidelines, and advice on handling different types of situations. Indexed.

5-085. Booher, Dianna. *Great Personal Letters for Busy People: 300 Ready-to-Use Letters for Every Occasion*. New York: McGraw-Hill, 1997. 391p.

This treasure trove of model letters, emails, memos, and notes is organized into twenty-eight major categories. The author clearly identifies why personal notes and letters should be written. Indexed.

5-086. Booher, Dianna. *Winning Sales Letters*. Lexington, MA: Lexington Books, 1990. 333p.

The author demonstrates effective letter writing as a selling tool. With parts devoted to sales letters and marketing ones, the volume features a model transmittal letter, letter proposal, and sales letters. Not indexed.

5-087. Brill, Laura. *Sales Letters That Sell*. New York: AMACOM, 1997. 198p.

Writing letters that close sales and keep customers coming back is shown here; however, the basics can apply to other situations. Two kinds of letters (e.g.

prospecting, account management) are delineated that illustrate principles and techniques. Part two addresses proposal writing, with a sample proposal cover letter among the models. There are guidelines for sales letters and proposals. An appendix covers grammar mistakes and words. Indexed.

5-088. Cross, Wilbur. *Action Letters for Small Business Owners*. New York: John Wiley & Sons, 1991. 230p.

Designed for the small business, letter formats and procedures accompany sample letters for all occasions. Chapters consider the audience, when not to write letters, and grammar. Indexed.

5-089. Cross, Wilbur. *Prentice Hall Small Business Model Letter Book*. Englewood Cliffs, NJ: Prentice Hall, 1992. 336p.

Over five hundred model letters follow the instruction in writing good letters. There are simple directions, guidelines, points to remember, using attachments or enclosures, and a glossary. Indexed.

5-090. DeVries, Mary A. *Internationally Yours*. Boston, MA: Houghton Mifflin, 1994. 352p.

This work presents writing letters for those for whom English is a second language. Differences in social, religious, and business customs are discussed. The volume combines practical letter writing and usage with foreign customs and word choice. Sample letters are available. Indexed.

5-091. DeVries, Mary A. *The Prentice Hall Complete Book of Model Letters, Memos and Forms for Secretaries*. Englewood Cliffs, NJ: Prentice-Hall, 1993. 357p.

With a goal of saving the reader preparation time, over four hundred model letters and memos, and seventy model forms are provided. There are hints, checklists, advice, and a model selector guide. The forms address record keeping and communication. Indexed.

5-092. Dugan, Eleanor. *Sales Letters Ready to Go*. Lincolnwood, IL: NTC Business Books, 1995. 149p.

Prepared with William Bethel, the letter writing process is described. There are six practical steps and one hundred sample letters for every selling situation. Not indexed.

5-093. Geffner, Andrea B. *Business Letters the Easy Way*. 2nd ed. New York: Barron's, 1991. 182p.

5-094. Geffner, Andrea B. *Business Letters the Easy Way*. 3rd ed. New York: Barren's, 1998. 192p.

A guide to writing letters and marketing your skills, the second edition investigates letters, news releases, memos, and reports. Both editions present a general writing style with skill building exercises, similar examples, and sample documents (e.g. letters, memos, informal report). The third edition adds proposals, a letter of resignation, a short discussion on e-mail, and a sample proposal. There is a table of model letters and a glossary. Indexed.

5-095. Griffin, Jack. *The New Handbook of Business Letters*. Englewood Cliffs, NJ: Prentice Hall, 1993. 395p.

The model letters, numbering over seven hundred, are generic but detailed enough to address business situations. Letters are divided into three main sections: getting business, doing business, and inside business. Each chapter begins with an introduction and outline of the letter best suited to the category under discussion. The importance of letters to the electronic office is stressed. Indexed.

5-096. Harris, Rhonda and Ann McIntyre. *The Complete Sales Letter Book*. Armonk, NY: Sharpe Professional, 1998. 551p.

The authors demonstrate, step-by-step, how letters fit into the sales process. The book guides you through specific sales situations with over four hundred model letters. Indexed.

5-097. Heller, Bernard. *Manager's Portfolio of Hard to Write Business Letters*. Paramus, NJ: Prentice Hall, 1997. 366p.

Turning dull, unpleasant letters and memos into persuasive ones is explained. The problems covered are ones not often discussed in letter books, including combating threats within an organization, protecting the company, and recovering from mistakes. The model letters are categorized by topic. Indexed.

5-098. Heller, Bernard. *The 100 Most Difficult Business Letters You'll Ever Have to Write, Fax, or E-mail: Clear Guidance on How to Write Your Way Out of the Toughest Business Problems You Will Ever Face*. New York: HarperCollins, 1994. 270p.

This book concentrates on using correspondence to solve problems. The words and phrases presented address problem situations with sample letters and memos. Indexed.

5-099. Iacone, Salvatore J. *Write to the Point: How to Communicate in Business with Style and Purpose*. Franklin Lakes, NJ: Career Press, 2003. 256p.

The step-by-step guide to writing is devoted to planning, writing, and editing skills with guidelines and techniques. Three chapters examine email, memos, letter, reports, proposals, and resumes. The volume contains an editorial checklist, guidelines for email, writing for another person's signature, and model documents (e.g. email, memo, letter, evaluative report). Indexed.

5-100. Isaacs, Florence. *Business Notes: Writing Personal Notes That Build Professional Relationships*. New York: Clarkson N. Potter, 1998. 160p.

Volume unavailable for examination.

5-101. James, David. *Letter-writing Skills*. Lincolnwood, IL: NTC/Contemporary, 1998.126p.

Volume unavailable for examination.

5-102. James, David and Anthony Masters. *Letter-writing Skills*. New ed. London: Teach Yourself, 2003. 129p.

The general principles of letter writing are described and applied to letters with practical advice on layout, style and tone. There are sample documents (e.g. email, letters, letter of reference, letter of resignation). Indexed.

5-103. Killen, Kenneth M. and Robert L. Janson. *Purchasing Manager's Guide to Model Letters, Memos, and Forms*. Englewood Cliffs, NJ: Prentice-Hall, 1991. 598p.

Over four hundred letters, memos, and other documents are provided for purchasing and materials management personnel. The letters are grouped by topic. There is a chapter on creating your own letter, memo, or report. Indexed.

5-104. Lamb, Sandra E. *How to Write it: A Complete Guide to Everything You'll Ever Write*. Berkeley, CA: Ten Speed Press, 1998. 334p.

This complete writing reference combines tips with writing format and examples or sample documents (e.g. letters). Intended to help in the development of powerful writing skills, there is advice and models for virtually every writing

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situation. Sections consider electronic communications, resumes, cover letters, and letters for different situations. Indexed.

5-105. Lewis, Herschell G. *Sales Letters That Sizzle: All the Hooks, Lines, and Sinkers You'll Ever Need to Close Sales.* 2nd ed. Lincolnwood, IL: NTC Business Books, 1999. 270p.

Arranged in two parts, part one supplies descriptions and examples of the various components and techniques of letter writing. Part two follows with over one hundred ways to begin a sales letter to dazzle readers. Not indexed.

5-106. McKinney, Anne, ed. *Letters for Special Occasions.* Fayetteville, NC: Prep Publishing, 1999. 245p.

Writing unique letters for business and personal situations is described with numerous model documents (e.g. letters, resume, college essay). Business letters include those for marketing and press releases. Not indexed.

5-107. May, Debra H. *Everyday Letters for Busy People: Hundreds of Sample Letters You can Copy or Adapt at a Minute's Notice.* Franklin Lakes, NJ: Career Press, 1998. 287p.

Letter writing is introduced with step-by-step approaches, guidelines, checklists, and strategies. There are six practice templates, model letters, and a separate index of sample letters. Indexed.

5-108. *Merriam-Webster's Guide to Business Correspondence.* 2nd ed. Springfield, MA: Merriam-Webster, 1996. 384p.

This concise desk reference thoroughly instructs readers in every aspect of business letter writing. The book emphasizes written communication with some coverage of grammar and punctuation. Added for this edition are e-mail, fax, business reports, and word processing. Using topics discussed in the first edition, there are fifty sample business letters plus samples of a memo, meeting minutes, press release, and letter of transmittal. See Letter Models in the index for a complete list. There is a checklist for editing. Indexed.

5-109. Minninger, Joan. *The Perfect Letter.* New York: Doubleday, 1991. 208p.

Volume unavailable for examination.

5-110. Nicholas, Ted. *The Executive's Business Letter Book: Ready-to-Use Business Letters for Business Owners and Executives*. Chicago, IL: Enterprise Dearborn, 1992. 356p.

After an introduction to letter writing and formats, model letters are grouped by general topic. Chapters describe the situation, offer tips, optional paragraphs and phrasing, a checklist for effective letters, and sample letters. Indexed.

5-111. Pivar, William H. and Corinne E. Pivar. *Power Real Estate Letters: A Professional's Resource for Success*. Chicago, IL: Longman Group, 1990. 297p.

This book consists entirely of sample letters that are short and to the point. Organized in sixteen chapters by type of letter, some approaches and techniques could apply to e-mail and fax technologies. Current laws and regulations should be checked before adopting any suggested legal stance. Indexed.

5-112. Poe, Ann. *The McGraw-Hill Handbook of More Business Letters*. New York: McGraw-Hill, 1998. 340p.

A companion volume to *McGraw-Hill Handbook of Business Letters* (1994), this guide combines a discussion of letter writing with more than fifty tips and over three hundred sample letters. Most samples are simple outline or skeleton letters. The letters are identified by type in the table of contents. Indexed.

5-113. Ramundo, Michael. *The Complete Customer Service Model Letter & Memo Book*. Englewood Cliffs, NJ: Prentice Hall, 1995. 360p.

Volume unavailable for examination.

5-114. Seglin, Jeffrey L. *The AMA Handbook of Business Letters*. 3rd ed. New York: AMACOM: 2002. 519p.

Written with Edward Coleman, effective letter writing is introduced along with the basics of structure and grammar. The model letters, over three hundred, follow in topical categories. Indexed.

5-115. Seglin, Jeffrey L. *The Banker's Handbook of Letters and Letter Writing: A Complete Collection of Time-Saving Letters That Work*. 3rd ed. Chicago, IL; Cambridge, England: Bankers Publishing, Probus Publishing, 1992. 464p.

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Arranged in two parts, the first discusses the basics of letter writing, with examples to improve letter-writing skills. The second section contains over three hundred sample letters by category. Directed at bankers, the model letters apply to other fields as well. The appendices cover punctuation, abbreviation, grammar hotlines, and the like. Not indexed.

5-116. Sturgeon, Linda B. and Anne R. Hagler. *Personal Letters That Mean Business*. Englewood Cliffs, NJ: Prentice Hall, 1991. 348p.

Volume unavailable for examination.

5-117. Taylor, Shirley. *Model Business Letters, E-mails, and Other Business Documents*. 6th ed. Harlow: Financial Times Prentice Hall, 2003. 416p.

Volume unavailable for examination.

5-118. Tepper, Ron. *The Only 250 Letters and Memos Managers Will Ever Need*. New York: J. Wiley, 1994. 276p.

Volume unavailable for examination.

5-119. Werz, Edward W. and Sally Germain. *The Complete Customer Service Letter Book*. New York: McGraw-Hill, 1993. 290p.

This helpful book aims to improve professional letters, customer service, and serve as a catalyst for establishing a customer service program. There is an introduction and twenty-one chapters on specific kinds of letters. These can be used as models and checklists for reviewing company policies and procedures. There are examples of good and bad letters and customer service policies. There are sample letters and a sample customer service manual. Indexed.

5-120. Westheimer, Patricia H. and Jim Mastro. *How to Write Complaint Letters That Work: A Consumer's Guide to Resolving Conflicts & Getting Results*. Indianapolis, IN: Park Avenue, 1994. 247p.

The authors demonstrate for consumers the easy steps needed to write effective complaint letters. Sample letters appear in the appendix. Indexed.

5-121. Westheimer, Patricia H. and Robert B. Nelson. *The Perfect Letter*. Glenview, IL: Scott, Foresman, 1990. 301p.

Volume unavailable for examination.

MAGAZINE ARTICLES

5-122. Graham, Betsy P. *Magazine Article Writing*. 2nd ed. Fort Worth, TX: Harcourt Brace College Publishers, 1993. 248p.

This textbook has step-by-step instructions for writing a magazine article. It emphasizes writing for local, regional, and specialized publications. There is a new section on computer research, many examples, and a glossary of rhetorical terms. The discussion is enhanced with a checklist of effective writing, discussion of how to analyze a magazine, and sample query and agreement letters. The appendices contain complete articles by students and professional writers for further study. Indexed.

MANUALS

5-123. Brown, Harry L. *Design and Maintenance of Accounting Manuals*. 3rd ed. New York: John Wiley & Sons, 1998. 555p.

The development, implementation, and maintenance of seven different accounting manuals are described with examples, sample pages, and forms. Style, mechanics and the standard methods for updating are stressed. There are sample policy and procedure manuals. Indexed.

5-124. Davis, John. *How to Write a Training Manual*. Brookfield, VT: Gower Publishing Company, 1992. 134p.

Designed for trainers, a structured approach is shown that takes the reader from initial idea through development to use. This book is concerned primarily with putting together documentation to support an effective course. The practical focus is enhanced with the examples of presentation techniques, quality customer service, and performance appraisal models in the appendices. Indexed.

5-125. Davis, Michael, Gary M. Gray and Harry Hallez. *Manuals That Work: A Guide for Writers*. Rev. ed. New York: Nichols Publishing, 1990. 114p.

The authors provide a coherent framework for the development of user-friendly documentation. Intended to help both novice and experienced writers, each chapter begins with an explanation and has examples. Eighteen sample pages are part of the volume's fifty-two illustrations. Among the many forms are checklists for resources, research, technical review and production. Indexed.

5-126. Haydon, Leslie M. *The Complete Guide to Writing and Producing Technical Manuals*. New York: John Wiley & Sons, 1995. 294p.

Readers are shown how to create well-organized technical manuals, from initial concept to final publication. The volume supplies a glossary of technical terms, list of figures, numerous examples, and sample manual specification. Indexed.

5-127. Koenigseck, Edward von, James N. Irvin, and Sharon C. Irvin. *Technical Writing for Private Industry: The A-to-Z of O & M Manuals*. Malabar, FL: Krieger Publishing, 1991. 150p.

Volume unavailable for examination.

5-128. Robinson, Patricia A. and Ryn Etter. *Writing and Designing Manuals: Operator Manuals, Service and Maintenance Manuals, Manuals for International Markets*. 3rd ed. Boca Raton, FL: CRC Press, 2000. 202p.

Volume unavailable for examination.

5-129. Schoff, Gretchen H. and Patricia A. Robinson. *Writing and Designing Manuals: Operator Manuals, Service Manuals, Manuals for International Markets*. 2nd ed. Chelsea, MI: Lewis Publishers, 1991. 186p.

This is a practical, how to book drawn from the authors' experiences in teaching and consulting. The basics are presented with separate chapters for each of the three types of manuals. The techniques and steps in writing a manual are applied with an emphasis on desktop publishing, safety, and product liability trends. There are checklists for user characteristics, user questions, visuals, and safety warnings. Indexed.

5-130. Slatkin, Elizabeth. *How to Write a Manual*. Berkeley, CA: Ten Speed Press, 1991. 128p.

Volume unavailable for examination.

5-131. Van Wicklen, Janet. *The Tech Writer's Survival Guide: A Comprehensive Handbook for Aspiring Technical Writers*. Rev ed. New York: Facts on File, 2001. 269p.

Although concentrating on communication skills in general, this book explains the process of planning and creating documents. There are examples, a list of checklists, and a sample plan for a software manual. Indexed.

5-132. Whitaker, Ken. *A Guide to Publishing User Manuals*. New York: Wiley, 1995. 332p.

Volume unavailable for examination.

MARKETING PLANS

5-133. Bayne, Kim M. *The Internet Marketing Plan*. New York: John Wiley & Sons, 1997. 379p.

5-134. Bayne, Kim M. *The Internet Marketing Plan*. 2nd ed. New York: John Wiley & Sons, 2000. 411p.

A hands-on workbook, tips and techniques are supplied for combining traditional marketing concepts with new web marketing methods. There are numerous worksheets, checklists, templates, outlines, and brainstorming ideas in the volume and accompanying diskette or CD-ROM (for the 2000 edition). All URLs referenced in the book have been bookmarked on the diskette and the CD-ROM disk. The text has checklists for web promotion materials and a sample Internet marketing program schedule. Appendix A includes an outline for a marketing plan in the 1997 edition, and a model Internet marketing plan in the 2000 edition. There is a glossary in the second edition. Indexed.

5-135. Boone, Louis E. and David L. Kurtz. *Contemporary Marketing Plus*. 8th ed. Fort Worth, TX: Dryden Press, 1995. 737p.

This marketing textbook devotes a chapter to marketing planning. The chapter appendix provides a model of a marketing plan. There is a glossary and a marketing plan outline. Indexed.

5-136. Cohen, William A. *The Entrepreneur and Small Business Marketing Problem Solver*. New York: John Wiley & Sons, 1991. 274p.

Written to help entrepreneurs be successful in marketing, the basics of marketing, advertising, and sales are discussed. Chapter 7 on the marketing plan includes sample forms. There is a sample of a marketing plan for a computer company in the appendices. Indexed.

5-137. Cohen, William A. *The Marketing Plan*. 2nd ed. New York: John Wiley & Sons, 1998. 341p.

The marketing plan is explained with step-by-step procedures for producing a professional plan. With an approach tested in the classroom, the author supplies forms, an outline of a marketing plan, checklist for appraisal of a research study, and seven sample plans. Indexed.

5-138. Dirks, Laura M. and Sally H. Daniel. *Marketing Without Mystery: A Practical Guide to Writing a Marketing Plan*. New York: AMACOM, 1991. 212p.

Developed from a series of worksheets, this work explores the marketing process and applies it to developing a marketing plan. A basic primer for developing simple marketing plans, there is a basic outline for the plan, an outline for a marketing audit, worksheets, and a timeline. There are planning exercises but no sample documents. Indexed.

5-139. Gumpert, David E. *How to Really Create a Successful Marketing Plan*. 3rd ed. Boston, MA: Inc Publishing, 1996. 320p.

In providing direction and insights on developing and writing a marketing plan, the author coordinates exercises with the planning steps. When followed, the process results in a focused marketing plan. There are sample pages from real plans. Indexed.

5-140. Hamper, Robert J. and L. Sue Baugh. *Strategic Market Planning*. Lincolnwood, IL: NTC Business Books, 1990. 254p.

The authors explain step-by-step how to build a proactive marketing plan. While there are no sample documents, a running case study and examples are followed throughout. The accompanying forms combine strategy with an outline. Indexed.

5-141. Hiebing, Roman G., Jr. and Scott W. Cooper. *The One-day Marketing Plan: Organizing and Completing a Plan That Works*. 2nd ed. Chicago, IL: NTC Business Books, 1999. 322p.

The authors delineate the preparation but not the implementation of the marketing plan. Using a proven, step-by-step method, the book features an outline of the business review section and marketing plan worksheets. Indexed.

5-142. Hiebing, Roman G., Jr. and Scott W. Cooper. *The Successful Marketing Plan: A Disciplined and Comprehensive Approach*. Expanded 3rd ed. New York: McGraw-Hill, 2003. 544p.

Volume unavailable for examination.

5-143. Hiebing, Roman G., Jr. and Scott W. Cooper. *The Successful Marketing Plan: A Disciplined and Comprehensive Approach*. 2nd ed. Chicago, IL: NTC Books, 1997. 510p.

Employing a methodology based on marketing principles and the authors' experiences, the preparation of a marketing plan is identified. Chapters end with tasks and do's and don'ts. There are worksheets for a marketing plan. Indexed.

5-144. Luther, William M. *The Marketing Plan: How to Prepare and Implement It*. New, expanded ed. New York: AMACOM, 1992. 209p.

Directed at marketers, the idea is to create a ten page or less operational marketing plan that has measurable objectives. The revised edition reflects changes in the business environment. While there are no sample documents, there is an outline and format of a marketing plan, many examples, and numerous hints. Indexed.

MEMORANDUMS

5-145. Barnes, Cynthia A. *Manager's Portfolio of Model Memos for Every Occasion*. Revised and expanded edition. Englewood Cliffs, NJ: Prentice Hall, 1996. 436p.

This comprehensive collection of memoranda offers everything needed to write memos on a variety of topics. Besides a memo checklist, there are numerous models with phrasing alternatives and writing tips. This edition includes a new chapter on organizational change, team management, diversity, and information technology. Indexed.

5-146. Barnes, Cynthia. *Model Memos for Every Business Occasion*. Englewood Cliffs, NJ: Prentice-Hall, 1990. 327p.

Intended to help executives get results by writing clear memos, there are over seven hundred reproducible models in twelve topical chapters. Ready to use, there are also memo-writing tips. Indexed.

5-147. Baugh, L. Sue. *Handbook for Memo Writing*. Lincolnwood, IL: NTC Business Books, 1990. 216p.

Designed to help locate quick, concise answers to memo writing problems, the handbook has strategies, examples, and nearly seventy model memos. Chapters review grammar and style, electronic memo guidelines, and formats. The sample

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memos are organized by topic. There is a checklist of memo pitfalls and hazards. Indexed.

5-148. Baugh, L. Sue. *How to Write First-Class Memos: the Handbook for Practical Memo Writing*. Lincolnwood, IL: NTC Publishing Group, 1995. 216p.

5-149. Baugh, L. Sue. *Write First-Class Memos*. Lincolnwood: IL: NTC Learning Works, 1995. 216p.

Each chapter deals with specific questions about creating effective memos to help readers locate quick, concise answers. Chapter 7 contains model memos. Originally published as *How to Write First-Class Memos*, the content is identical. The appendices contain commonly confused and frequently misspelled words. Indexed.

5-150. Gorenstein, Helen. *Put it in a Memo: a Practical Guide to Persuasive Business Writing*. Boston, MA: Houghton Mifflin Company, 1991. 136p.

The author introduces a process for writing clearly, concisely, and warmly. Readers are shown how to develop ideas on paper. Skill development is stressed, with lots of examples and exercises. Usage is dealt with in the appendix. Indexed.

5-151. Minninger, Joan. *The Perfect Memo*. New York: Doubleday, 1990. 183p.

A before and after approach is applied to disguised versions of real documents. The original appears with a rewritten version to demonstrate how to improve memos. The seven keys to clear memo writing comprise the first seven chapters. There are numerous sample documents (e.g. memos, report memo, proposal memo, minutes memo, instruction memo). Not indexed.

5-152. Westheimer, Patricia H. *The Perfect Memo: Write Your Way to Career Success*. Indianapolis, IN: Park Avenue, 1995. 179p.

Volume unavailable for examination.

MISSION STATEMENTS

5-153. Abrahams, Jeffrey. *The Mission Statement Book: 301 Corporate Mission Statements from America's Top Companies*. Berkeley, CA: Ten Speed Press, 1995. 640p.

The comprehensive selection of mission statements functions as a how-to guide for writing and rewriting an organization's statement. There are numerous sample statements along with indexing by industry, state, number of employees, and statement length. Indexed.

5-154. Cook, Kenneth J. *AMA Complete Guide to Strategic Planning for Small Business*. Lincolnwood, IL: NTC Business Books, 1994. 151p.

The first step to understanding a business is the mission statement. Although most of the volume reveals a program for analyzing a business and creating a strategic plan, step one is the mission statement. There are worksheets and a glossary. Indexed.

NEWS RELEASES

5-155. Ramacitti, David F. *Do-It-Yourself Publicity*. New York: AMACOM, 1990. 196p.

This work is meant to help professionals use fundamental techniques to generate publicity in the media. It concentrates on writing a basic publicity plan and analyzing different kinds of media. The author includes a model of a news release, a glossary, tips for dealing with hostile media, and the rules of thumb for calling a news conference. Indexed.

NEWSLETTERS

5-156. Adler, Elizabeth. *Print That Works: The First Step-by-Step Guide That Integrates Writing, Design, and Marketing*. Palo Alto, CA: Bull Publishing Company, 1991. 400p.

Focusing on the print medium, the author shows how to produce pieces quickly, easily, and more effectively. There are tips, ideas, short cuts, and advice drawn from the author's experiences. Intended as an integrated approach, the book considers booklets, brochures, catalogs, flyers, and newsletters. There are examples, a sample brochure, writing guidelines, an editor's checklist, worksheets, checklists, and a glossary. Indexed.

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5-157. Beach, Mark. *Editing Your Newsletter*. 4th ed. Cincinnati, OH: Writer's Digest Books, 1995. 153p.

Using lots of examples and reproductions of existing newsletters, the author explains how to plan and produce a newsletter. There are tips, suggestions, and a glossary. Indexed.

5-158. Beach, Mark. *Newsletter Sourcebook*. Cincinnati, OH: North Light Books, 1993. 137p.

For newsletter designers and editors, the book describes newsletter design and layout. Guidance is provided for three categories of design decisions with tips, suggestions, and examples. Indexed.

5-159. Bivins, Thomas. *Handbook for Public Relations Writing*. 3rd ed. Lincolnwood, IL: NTC Business Books, 1995. 344p.

The craft, techniques and documents of public relations writing are featured with two glossaries. Chapters are devoted to annual reports, magazines, newsletters, brochures, press releases, grammar, and style. There are rules for slide shows, the contents for an annual report, and summary worksheets for a speech. Indexed.

5-160. Bivins, Thomas H. *Fundamentals of Successful Newsletters*. Lincolnwood, IL: NTC Business Books, 1992. 208p.

The author utilizes a management-by-objectives approach to examine the technical fundamentals of writing, designing, and laying out newsletters. Highlights include a reader profile worksheet, glossary, sample editorial statement, and a sample production schedule. Indexed.

5-161. Blake, Barbara R. and Barbara L. Stein. *Creating Newsletters, Brochures, and Pamphlets: A How-To-Do-It Manual*. New York: Neal Schuman Publishers, 1992. 129p.

To help novices, the authors combine technology with traditional techniques. The step-by-step instructions and sample newsletter can be applied to all fields. Indexed.

5-162. Parker, Roger C. *Newsletters from the Desktop. Designing Effective Publications with Your Computer*. Chapel Hill, NC: Ventana Press, 1990. 306p.

The author attempts to demystify the intimidating aspects of design while showing how to use desktop publishing to build an effective, attractive, readable

newsletter. Six main components are described while ten favorites are analyzed. The author provides numerous examples, a glossary of typography and design terms, and several models (e.g. inventory sheet, newsletter deadline planner, assignment sheet). Indexed.

5-163. Williams, Patricia A. *Creating and Producing the Perfect Newsletter*. Glenview, IL: Scott, Foresman and Company, 1990. 298p.

Step-by-step instructions are given for planning, writing, designing, and producing the perfect newsletter. Key points on methods and styles are stressed with lots of examples. The author reviews complex topics such as graphic design and desktop publishing. Indexed.

PAPERS AND DISSERTATIONS

5-164. Baugh, L. Sue. *How to Write Term Papers and Reports*. 2nd ed. Lincolnwood, IL: VGM Career Horizons, 1997. 233p.

Along with writing principles and guidelines, the author presents eight keys to creating a first rate paper. There are style and grammar tips, citation guidelines, and insights on oral presentations. Four sample term papers are included. Indexed.

5-165. Booth, Vernon. *Communicating in Science: Writing a Scientific Paper and Speaking at Scientific Meetings*. 2nd ed. Cambridge, UK: Cambridge University Press, 1993. 78p.

For students and scientists, the basics of writing a paper, preparing a manuscript, speaking, and writing theses are delineated. Based on a paper written by the author, there is assistance for those whose first language is not English and a discussion of North American use/misuse of English. There is a glossary of printing terms. Indexed.

5-166. Booth, Wayne C., Gregory G. Colomb and Joseph M. Williams. *The Craft of Research*. Chicago, IL; London: The University of Chicago Press, 1995. 294p.

This concise, practical guide shows how to plan and report on research at any level (e.g. term paper, dissertation, article). The volume stresses the need to communicate with readers and the way in which researchers work. There are tips for finding topics, outlining, and a guide to visiting a writing tutor. Indexed.

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5-167. Burkle-Young, Francis A., and Sandra R. Maley. *The Research Guide for the Digital Age*. Lanham, MD: University Press of America, 1997. 351p.

Students are introduced to new technical methods for identifying and assembling relevant research information for a term paper. While a scholarly approach is used, the authors place more emphasis on subjects in the humanities. There are examples, a sample undergraduate term paper, and information on evaluating World Wide Web information. Indexed.

5-168. Cuba, Lee. *A Short Guide to Writing About Social Science*. 3rd ed. New York: Longman, Addison-Wesley Educational Publishers, 1997. 212p.

Designed to help students prepare effective documents and oral presentations, there is a sample abstract, summary, and student research paper. The third edition has an introduction to the Internet, the new APA guidelines, and how to use major resources. Indexed.

5-169. Davis, Martha. *Scientific Papers and Presentations*. San Diego, CA; London: Academic Press, 1997. 296p.

This work introduces fledgling scientists to professional writing, particularly scientific papers and presentations. While other works concentrate on specific documents, this is a good place to begin. Practical ideas are proposed and applied to specific written and oral communication formats. The graduate thesis, style, and ethics are discussed. Samples include a proposal, an abstract, a letter editorial, a slide set, and a text for a poster session. Indexed.

5-170. Dees, Robert. *Writing the Modern Research Paper*. 3rd ed. Boston, MA: Allyn and Bacon, 2000. 404p.

College students are given a step-by-step guide to effective research and writing of papers. Topics discussed are critical thinking, electronic resources, current documentation styles, and writing with computers. There are checklists, outlines, and sample research papers. Indexed.

5-171. Fry, Ronald W. *Write Papers*. Hawthorne, NJ: The Career Press, 1991. 95p.

Part of a series of essential study books, the elements important to creating a research paper are delineated. The eleven chapters outline the process with a good description of different organizational approaches. There is an outline for a paper and revision checklist. Indexed.

5-172. Harmon, Charles, ed. *Using the Internet, Online Services, and CD-ROMS for Writing Research and Term Papers*. New York: Neal-Schuman Publishers, 1996. 167p.

This is designed as a practical guide on writing papers and using the library. It is organized to parallel the research and writing process. Readers follow two students through the process and the techniques. There is a good description of the difference between primary and secondary research. There are two model research papers. Indexed.

5-173. Hubbuch, Susan M. *Writing Research Papers Across the Curriculum*. 4th ed. Fort Worth, TX: Harcourt Brace College Publishers, 1996. 364p.

Volume unavailable for examination.

5-174. Hubbuch, Susan M. *Writing Research Papers Across the Curriculum*. 3rd ed. Fort Worth, TX; Orlando, FL: Harcourt Brace Jovanovich College Publishers, 1992. 385p.

The author explains three types of research papers and five models of documentation. A step-by-step approach is employed with cross-references and four sample research papers. There are checklists for a critical paper and a primary research report. Citation styles appear in the many appendices. Indexed.

5-175. Langosch, Sydney L. *Writing a Research Paper American Style: An ESL/EFL Handbook*. Hauppauge, NY: Barron's Education Series, 1996. 149p.

For students and writers from other countries, the author presents a guide to preparing and writing a research paper according to accepted academic rules. The author highlights the rules for revision, examples of primary and secondary research, use of electronic resources, and guidelines (e.g. summary, paraphrasing, using email). There is a glossary and sample research paper. Indexed.

5-176. Lester, James D. *Principles of Writing Research Papers*. New York: Longman, 2003.

Volume unavailable for examination.

5-177. Madsen, David. *Successful Dissertations and Theses*. 2nd ed. San Francisco: Jossey-Bass Publishers, 1992. 216p.

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A revised and expanded version of the 1983 edition, the author presents a comprehensive guide to writing a dissertation in the humanities, social sciences and professional schools. There is a sample topic outline and two sample proposals. One proposal uses a historical approach and one an experimental approach. Indexed.

5-178. Michaelson, Herbert B. *How to Write and Publish Engineering Papers and Reports*. 3rd ed. Phoenix, AZ: Oryx Press, 1990. 221p.

For engineers and students, proven methods and techniques for preparing, writing and submitting papers are shown. A how-to book, problem areas are divided into manageable pieces. There is a sample outline and internal proposal. Specific chapters cover writing an abstract, the oral presentation, how to review a manuscript, and desktop publishing. There is a list of criteria used by journal referees. Indexed.

5-179. Sorenson, Sharon. *How to Write Research Papers*. 3rd ed. Australia; Lawrenceville, NJ: Thomson/Arco, 2002. 98p.

Volume unavailable for examination.

5-180. Walker, Melissa. *Writing Research Papers: A Norton Guide*. 3rd ed. New York: W. W. Norton, 1993. 390p.

Volume unavailable for examination.

5-181. Weidenborner, Stephen and Domenick Caruso. *Writing Research Papers: a Guide to the Process*. 6th ed. Boston, MA: Bedford/St. Martin's, 2001. 343p.

The requirements for writing research papers are introduced. Retaining the features of previous editions, the volume features a glossary and four sample student papers. Indexed.

5-182. Winkler, Anthony C. and Jo Ray McCuen. *Writing the Research Paper: A Handbook*. 6th ed. Boston, MA: Thomson/Heinle, 2003. 397p.

The authors present basic information on writing research papers. The major documentation systems are offered along with sample student papers. Mechanics is dealt with in an appendix. Indexed.

5-183. Woods, Geraldine. *Research Papers for Dummies*. New York: Hungry Minds, 2002. 337p.

Loosely patterned after the process needed to write a paper, the step-by-step guide covers the thesis statement, outline, citing sources, and plagiarism. The book features the ten best ways to start electronic research and the ten best ways to start traditional research. Indexed.

POLICIES AND PROCEDURES

5-184. Campbell, Nancy. *Writing Effective Policies and Procedures: a Step-by-Step Resource for Clear Communication*. New York: AMACOM, 1998. 397p.

Intended to help in writing policies and procedures, the volume moves through the process. The Tools and Resources section of each chapter includes forms, guidelines, tips, and sample sections (e.g. disclaimers, acknowledgment statement). Models can be located easily through the table of contents. Indexed.

5-185. Dailey, Gene. *Secrets of a Successful Entrepreneur: How to Start and Succeed at Running Your Own Business*. Pleasanton, CA: K&A Publications, 1994. 336p.

An overview of the most important issues is provided in a combination of manual and workbook. There are workbook sheets, start-up checklist, company effectiveness survey, and model company policy manual. Indexed.

5-186. Pringle, Alan S. and Sarah S. O'Keefe. *Technical Writing 101: A Real-world Guide to Planning and Writing Technical Documentation*. 2nd ed. Research Triangle Park, NC: Scriptorium Press, 2003. 284p.

While introducing the techniques and tools needed to succeed as a technical writer, the authors describe the entire process of planning, writing, editing, indexing, and producing a document. Chapter 7 is devoted to writing procedures and other task-oriented information. The volume features indexing, tips on getting a job, editorial checklists, and a sample document plan. Indexed.

5-187. Wieringa, Douglas, Christopher Moore and Valerie Barnes. *Procedure Writing: Principles and Practices*. 2nd ed. Columbus, OH: Battelle Press, 1998. 243p.

Volume unavailable for examination.

PROPOSALS

5-188. Asner, Michael. *The Request for Proposal Handbook*. 2nd ed. New York: McGraw Hill, 2000. 511p.

The author walks public-sector buyers through the RFP process. The handbook employs explanations and examples to assist in the creating effective proposals and incorporating evaluation methodology. There are examples of laws, regulations, and documents, along with a sample evaluation process, contract checklist, RFP guides, templates, and models. Indexed.

5-189. Bauer, David G. *The “How to” Grants Manual: Successful Grantseeking Techniques for Obtaining Public and Private Grants*. 3rd ed. Phoenix, AZ: American Council on Education; Oryx Press, 1995. 234p.

5-190. Bauer, David G. *The “How to” Grants Manual: Successful Grantseeking Techniques for Obtaining Public and Private Grants*. 4th ed. Phoenix, AZ: American Council on Education; Oryx Press, 1999. 266p.

In an effort to systematize the grant seeking process, how to locate and secure funds is shown, with forms and worksheets. Part one demonstrates viewing a proposal from the grantor’s perspective. The process of writing a grant proposal is illustrated with contents, brainstorming ideas, and the elements of a case statement. The fourth edition adds worksheets, forms, and sample documents (e.g. letters, proposals). A software package is available. Indexed

5-191. Belcher, Jane C., and Julia M. Jacobsen. *From Idea to Funded Project*. 4th ed. Phoenix, AZ: Oryx Press, 1992. 138p.

All the steps from outlining a proposal to funding one are given. This edition has suggestions on how institutions and individuals create and develop ideas. The method is described with sample forms, pages, and a sample evaluation plan. Indexed.

5-192. Bowman, Joel P., and Bernadine P. Branchaw. *How to Write Proposals That Produce*. Phoenix, AZ: Oryx Press, 1992. 236p.

This is a step-by-step guide to the proposal writing process. It considers planning, outlining, writing, revising, and presenting the proposal while highlighting writing techniques. There are checklists in the appendix, most notably the proposal preparation checklist and the evaluation checklist. Indexed.

5-193. Cohen, William A. *How to Make it Big as a Consultant*. 2nd ed. New York: AMACOM, 1991. 319p.

While focused on establishing a consulting business, there is a discussion of interviewing and proposal writing. Besides worksheets and forms, there are samples of a proposal, brochure, and contract. Indexed.

5-194. Flanagan, Lawrence. *Raising Capital: How to Write a Financing Proposal*. Grants Pass, OR: The Oasis Press, 1993. One volume.

Entrepreneurs can find a process for securing a loan or raising capital. Examples of financing proposals are in the appendices, while the guide and outline for the business plan are in chapter 4. Indexed.

5-195. Freed, Richard C., Shervin Freed and Joseph D. Romano. *Writing Winning Business Proposals: Your Guide to Landing the Client, Making the Sale, Persuading the Boss*. Rev. & updated ed. New York: McGraw-hill, 2003. 302p.

The authors present a logical approach to developing, understanding, and preparing proposals. There are many worksheets accompany the methodology along with a glossary, rating guide for proposals, and sample proposal letter. Indexed.

5-196. Hamper, Robert J. and L. Sue Baugh. *Handbook for Writing Proposals*. Lincolnwood, IL: NTC Business Books, 1995. 209p.

The authors have designed the handbook to help business people plan, prepare, and practice creating a successful business. They offer advice, guidance, forms, checklists (e.g. executive summary, proposal production, presentation), sample documents (e.g. executive summary, proposal), and boilerplates (e.g. resumes). Indexed.

5-197. Helgeson, Donald V. *Engineer's and Manager's Guide to Winning Proposals*. Boston, MA: Artech House, 1994. 219p.

Enabling readers to participate in a proposal writing team is the goal here. To accomplish it, a sensible, systematic procedure is presented that emphasizes approach and organization from the standpoint of a technically oriented person. There is a good description of an executive summary, a list of acronyms, criteria for a winning proposal, key steps for R&D proposals, and a model outline of a phase-in plan. Indexed.

5-198. Holtz, Herman. *The Consultant's Guide to Proposal Writing*. 2nd ed. New York: John Wiley & Sons, 1990. 303p.

This guide takes consultants through tested techniques to produce effective proposals. The discussion of letter proposals focuses on why they should not be used. There are lots of examples and some suggested formats for proposals and the executive summary. There is a proposal checklist. Indexed.

5-199. Holtz, Herman. *Writing Winning Proposals with Your PC*. Glenview, IL: Scott, Foresman, 1990. 227p.

Volume unavailable for examination.

5-200. Johnson-Sheehan, Richard. *Writing Proposals: A Rhetoric for Managing Change*. New York: Longman, 2002. 268p.

The author combines techniques and strategies with rhetorical theory. Proposal writing is approached from a problem solving point-of-view rather than a sales one with worksheets, writing steps, and sample proposals. Indexed.

5-201. Meador, Roy. *Guidelines for Preparing Proposals*. 2nd ed. Chelsea, MI: Lewis Publishers, 1991. 204p.

The discussion of organizing, compiling and writing effective proposals is geared towards grants, book/article, unsolicited, and consultant ones. The chapter on venture capital proposals has an outline of the business plan. The author uses many examples, with samples noted in the index. Indexed.

5-202. Parsigian, Elise K. *Proposal Savvy: Creating Successful Proposals for Media Projects*. Thousand Oaks, CA: Sage Publications, 1996. 264p.

The guide to proposal thinking and writing offers a plan and stresses creative involvement. The key components and order are delineated for media projects but are applicable to other areas. There is a checklist for the media proposal. Indexed.

5-203. Riley, Patrick G. *The One-Page Proposal: How to Get Your Business Pitch onto One Persuasive Page*. New York: ReganBooks, 2002. 91p.

In describing every element of a business proposal, the author outlines how to create an attention grabbing pitch. The goal is to have all the crucial data in one time-sensitive proposal. Sample proposals appear in the appendix. Not indexed.

5-204. Sant, Tom. *Persuasive Business Proposals: Writing to Win Customers, Clients, and Contracts*. New York: AMACOM, 1992. 214p.

This book is divided into three parts: principles of persuasion, project management, and writing skills. The author, based on his experience, presents an overview of the development process, how to edit proposals, tips for writing proposals, and other writing techniques. There are examples of both good and bad proposals, an outline for a research proposal, checklists, worksheets, and several sample documents (e.g. letter proposal, cover letter, executive summary, research proposal). Indexed.

5-205. Stewart, Rodney D. and Ann L. Stewart. *Proposal Preparation*. 2nd ed. New York: Wiley, 1992. 353p.

Volume unavailable for examination.

5-206. Tammemagi, Hans. *Winning Proposals: Writing to Get Results*. 2nd ed. Bellingham, WA: International Self-Counsel Press, 1999. 105p.

The rudiments of preparing a winning proposal are addressed. There are do's and don'ts, a proposal decision form, sample pages, and a model cover letter. Not indexed.

5-207. Weiss, Alan. *How to Write a Proposal That's Accepted Every Time: The Practitioner's Guide to Great Proposals*. 2nd ed. Peterborough, NH: Kennedy Information, 2003. 183p.

Volume unavailable for examination.

REPORTS

5-208. Beach, David P. and Torsten K. E. Alvager. *Handbook for Scientific and Technical Research*. Englewood Cliffs, NJ: Prentice Hall, 1992. 255p.

The technical aspects of research methodology are delineated while proposal writing, data treatment, and report writing are stressed. The experimental and developmental research models are considered with guidelines (e.g. grant proposal), and sample documents (e. g. research report, prospectus). Indexed.

5-209. Blicq, Ron S. *Guidelines for Report Writing*. 2nd ed. Scarborough, Canada: Prentice-Hall Canada, 1990. 229p.

200 Business and Technical Communication

An easy-to-consult reference handbook, instructions have been placed next to model documents for ease of use. Based on a modular method of organization called the pyramid method, there are guidelines, writing plans, detailed instructions, models, and comments for each type of report (e.g. incident, field trip, inspection, progress, short investigation, semiformal, formal). Indexed.

5-210. Blicq, Ron S. and Lisa A. Moretto. *Writing Reports to Get Results*. 2nd ed. New York: IEEE Press, 1995. 228p.

The pyramid method is applied to all types of writing. The volume is primarily concerned with three types of reports written in business, government and industry (e.g. short, semiformal, formal reports). Sample documents are available for an inspection report, progress report, laboratory report, semiformal proposal, and formal report. In each case the situation is described with comments on the completed report. Indexed.

5-211. Brock, Susan L. *Writing Business Proposals and Reports*. Los Altos, CA: Crisp Publications, 1992. 85p.

A process and strategies for organizing, writing, and editing proposals and reports is advanced. Sections have exercises and space for practicing techniques. There are models of a report, feasibility study, title page, and proposal. Not indexed.

5-212. Forsyth, Patrick. *Powerful Reports and Proposals*. London: Kogan Page, 2003. 119p.

The author uses checklists, exercises, and examples to explain how to create reports and proposals. There are do's and don'ts and a proposal checklist. Not indexed.

5-213. Haines, Roger W. *Roger Haines on Report Writing. A Guide for Engineers*. Blue Ridge Summit, PA: TAB Books, 1990. 132p.

Intended for engineers, this book presents the principles and fundamentals of good writing and applies them to the creation of reports. It covers writing a summary, developing an oral presentation, service and inspection reports, proposals, articles and papers, and when to use an appendix. There are checklists (e.g. field studies) and the steps in serving as an expert witness. Indexed.

5-214. Joseph, Albert. *Put it in Writing: Learn to Write Clearly, Quickly, and Persuasively*. New and updated ed. New York: McGraw-Hill, 1998. 250p.

Volume unavailable for examination.

5-215. Kuiper, Shirley and Gary F. Kohut. *Write to Win!* 2nd ed. Cincinnati, OH: South-Western College Publishing, 1999. 413p.

Textbook like in appearance, this comprehensive guide shows preparing reports that stand out from the crowd. A flexible teaching-learning tool, there are examples, sample pages, a writing review checklist, sample executive summary, sample transmittal letter, and list of business plan elements. Indexed.

5-216. Kupsh, Joyce. *How to Create High Impact Business Reports.* Lincolnwood, IL: NTC Business Books, 1995. 169p.

With an emphasis on the use of a computer, the process of writing and editing reports is examined. Each of the seven chapters offers glossary terms. Outlining and sample reports appear in the appendices. Indexed.

5-217. Lesikar, Raymond V. and John D. Pettit, Jr. *Report Writing for Business.* 10th ed. Boston, MA: Irwin/McGraw-Hill, 1998. 439p.

With a goal of preparing students for the reports they must write in business, the authors offer examples, chapter questions, checklist for reports, and sample documents (e.g. short report, memo report, short proposal, audit report, formal report). Indexed.

5-218. Lordeon, Sally L. and Celia H. Miles. *Writing Technical Reports: Basics and Beyond.* Lake Forest, IL: Glencoe, 1991. 541p.

Volume unavailable for examination.

5-219. Lutovich, Diane and Janis F. Chan. *How to Write Reports and Proposals.* San Anselmo, CA: Advanced Communication Designs, 1998. 171p.

Four lessons comprise the volume, each covering a different writing topic. The step-by-step planning process is designed to ensure cohesive reports and proposals. There are steps, questions, exercises, and sample sections. Not indexed.

5-220. Mathes, J.C., and Dwight W. Stevenson. *Designing Technical Reports; Writing for Audiences in Organizations.* 2nd ed. New York: Macmillan, 1991. 506p.

202 Business and Technical Communication

This work trains students and professionals in the written communication required on the job. A systematic procedure is prescribed for designing technical and professional reports with a multidisciplinary focus. Writing, editing, formatting, and using electronic communications (e.g. e-mail, hypertext) are considered. There are sample job-hunting documents (e.g. resume, letter of application) and model letters for a multinational audience. Indexed.

5-221. May, Claire. *Effective Writing: A Handbook for Accountants*. 3rd ed. Englewood Cliffs, NJ: Prentice Hall, 1992. 210p.

The handbook is a desk reference or self-study guide for accounting students and practitioners. The reader is taken through all the stages of creating documents and oral presentations with exercises and assignments. The two chapters on oral presentations are new to this edition. The models (e.g. letters, memos, report, executive summary) are tailored to the accounting field. Indexed.

5-222. Mayo-Smith, Ian. *Reports That Get Results: Guidelines for Executives*. Rev 2nd ed. West Hartford, CT: Kumarian Press, 1990. 45p.

For managers and executives, this easy reference manual assists with writing reports. The fundamentals are explained in this unique approach and evaluation method. There are guidelines, a research checklist, report evaluation method, and samples of both long and short reports. Not indexed.

5-223. Pauley, Steven E. and Daniel G. Riordan. *Technical Report Writing Today*. 4th ed. Boston, MA: Houghton Mifflin, 1990. 481p.

Students are exposed to professional and technical writing in a textbook that stresses the production of technical documents. There are examples, worksheets, exercises, and writing assignments. Guidelines are available for effective visual aids, constructing tables, selecting graphs and using design elements. There are checklists for style and research. There are numerous model documents (e.g. instructions, formal report, informal report, recommendation report, memo of transmittal, external proposal, letters, resume, progress report, operators manual). Indexed.

5-224. Sides, Charles H. *How to Write & Present Technical Information*. 3rd ed. Phoenix, AZ: Oryx Press, 1999. 209p.

Individuals are shown that their work styles play a role in written communication, primarily papers and reports. The author proffers commonsense

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advice on writing reports, papers, memos, specifications, reports and product descriptions. There are samples of a press release and code of conduct. Indexed.

5-225. Sussams, John E. *How to Write Effective Reports*. 2nd ed. Aldershot, Hants, England; Brookfield, VT: Gower, 1991. 127p.

Volume unavailable for examination.

5-226. Zimmerman, Donald and Dawn Rodrigues. *Research and Writing in the Disciplines*. Fort Worth, TX: Harcourt Brace Jovanovich College Publishers, 1992. 369p.

Designed to help students write research papers for advanced courses, the link between research and writing is stressed. Guidelines are included for revision, editing, and writing abstracts. There are checklists (e.g. revising reports, finishing reports, revising thesis statement papers) and numerous models (e.g. style guides, literature review paper, original research report, thesis paper, letter format). Indexed.

RESUMES

5-227. Adams, Bob. *The Complete Resume and Job Search Book for College Students*. Holbrook, MA: Bob Adams, 1992. 228p.

The author outlines all the essential aspects of a successful job-search campaign. There are forty sample resumes organized by college major, with sample cover and follow up letters. There are examples of how to improve bad resumes, worksheets (e.g. resume, cover letter), and commonly asked interview questions. Not indexed.

5-228. Allen, Jeffrey G. *Jeff Allen's Best: The Resume*. New York: John Wiley & Sons, 1990. 144p.

This work teaches matching experience with job requirements and sharing techniques. There are resume tips, nine model resumes, resumes for specific professions, and video resumes. Indexed.

5-229. Andersen, Richard. *Getting Ahead: Career Skills That Work for Everyone*. New York: McGraw-Hill, 1995. 200p.

Meant as a reference guide, the author discusses thirty-six essential career skills with principles, hints, suggestions, formats, and sample documents (e.g. resume, cover letter). Topics considered are interviews, listening, resumes, cover letters, telephone skills, presentations, and meetings. Indexed.

5-230. Asher, Donald. *From College to Career: Entry-level Resumes for Any Major*. Berkeley, CA: Ten Speed Press, 1992. 183p.

The author stresses tips and techniques for creating a resume and conducting a job search. Based on real life situations, there are examples and sample documents (e.g. resumes, cover letters, curriculum vitae). Not indexed.

5-231. Asher, Donald. *The Overnight Resume*. Berkeley, CA: Ten Speed Press, 1991. 112p.

To motivate those constructing resumes, the author presents the rules of resume writing with model resumes and cover letters. While the majority of the book deals with resumes, one chapter focuses on achieving the interview. Not indexed.

5-232. Beatty, Richard H. *Get the Right Job in 60 Days or Less*. New York: John Wiley & Sons, 1991. 198p.

A step-by-step recipe for conducting a fast and effective job search is disclosed. The basics of the job-hunting campaign are considered with sample documents (e.g. cover letters, resumes). Indexed.

5-233. Beatty, Richard H. *The New Complete Job Search*. New York: John Wiley & Sons, 1992. 296p.

The author leads the reader through a systematic process for conducting a job search campaign. For the resume, there are models, the characteristics of a good resume, and a form. For the interview there are the expected and the self-evaluation questions. Indexed.

5-234. Beatty, Richard H. *The Resume Kit*. 3rd ed. New York: John Wiley & Sons, 1995. 321p.

Step-by-step instructions for developing resumes and cover letters are combined with blank forms. There are eighty sample resumes. Indexed.

5-235. Beatty, Richard H. and Nicholas C. Burkholder. *The Executive Career Guide for MBAs: Inside Advice on Getting to the Top from Today's Business Leaders*. New York: John Wiley & Sons, 1996. 238p.

In providing directions for building an executive career, guidelines for the job-search and suggestions for creating executive resumes are given. The executive

success-planning model features with its six key elements of success. There are models of resumes and cover letters. Indexed.

5-236. Besson, Taunee. *Resumes*. 2nd ed. New York: John Wiley & Sons, 1996. 291p.

The resumes created here will grab the attention of a prospective employer. The different kinds of resumes and guidelines for preparation are revealed. There are skills-inventory checklists and sample resumes. Indexed.

5-237. Besson, Taunee S. *National Business Employment Weekly Guide to Resumes*. 3rd ed. New York: John Wiley & Sons, 1999. 295p.

This practical guide contains techniques for researching and writing resumes for different occasions. The before-and-after format stresses success stories and resumes from real people. There are checklists (e.g. gathering information), sample documents (e.g. resumes, letters, and the do's and don'ts of scannable resumes). Indexed.

5-238. Birkel, J. Damian. *Career Bounce-Back!: The "Professionals In Transition" Guide to Recovery and Reemployment*. New York: AMACOM, 1998. 162p.

The author shares a specific program (PIT) designed to deal with job loss and reentry. While the focus is on healing, the volume features resume and cover letter guidelines. Written with Stacey J. Miller, the appendix includes the top ten job-hunting tactics. Indexed.

5-239. Bloch, Deborah P. *How to Write a Winning Resume*. 4th ed. Lincolnwood, IL: VGM Career Horizons, 1998. 181p.

Writing powerful resumes for jobs in any field is contemplated. The fourth edition discusses basic strategies, email, Internet, traditional, and scannable resumes. There are guidelines, practice pages, tips, instructions, examples for new and re-entry workers, and model documents (e.g. cover letter, resume). Appendix C contains over one hundred job descriptions. Not Indexed.

5-240. Block, Jay A. and Michael Betrus. *101 More Best Resumes*. New York: McGraw-Hill, 1999. 201p.

For job hunters, this is an essential guide to preparing resumes. The key structure of successful resumes is reviewed with tips (e.g. networking, job searching), models (e.g. resumes, cover letters), an alphabetical list of resumes, and an index by industry/job title. Indexed.

5-241. Bloomberg, Gerri M. and Margaret D. Holden. *The Women's Job Search Handbook*. Charlotte, VT: Williamson Publishing, 1991. 264p.

Aimed at women, practical search tools are combined with psychological and philosophical ones. The basic techniques, discussions and exercises on resumes, letters and interviewing are applied to women and the situations women face. There are model resumes, sample interview dialogue, the basic rules of interviewing, and typical interview questions. Not indexed.

5-242. Boone, Louis E. *Contemporary Business*. 8th ed. Fort Worth, TX: Dryden Press, 1996. 636p.

This textbook was designed for the introductory basic business course. Oral and written communication skills are considered briefly in chapter 10. The job search process and resumes appears in the appendix. There are tips for writing an effective electronic resume, a glossary, and model resumes. Indexed.

5-243. Bostwick, Burdette E. *Resume Writing: A Comprehensive How-to-Do-It Guide*. 4th ed. New York: John Wiley & Sons, 335p.

Ten resume styles are disclosed with separate resume and letter indexes, and model documents (e.g. resumes, cover letters). Indexed.

5-244. Camden, Thomas M. *The Job Hunter's Final Exam*. 2nd ed. Chicago, IL: Surrey Books, 1990. 143p.

The author presents a test and answers for one hundred questions. The analysis of the true-false answers is used to debunk myths about resumes and interview questions. The principles and techniques of both resumes and interviewing are learned through taking the test. Indexed.

5-245. Carter, Carol and Lynn Quitman Troyka. *Majoring in the Rest of Your Life: College and Career Secrets for Students*. Upper Saddle River, NJ: Prentice Hall, 2000. 332p.

This student textbook emphasizes recognizing potential and opportunities. Chapters explain resumes, cover letters, and interviewing. There are resume worksheets, job application forms, and model documents (e.g. resume, cover letter, thank you letter). Indexed.

5-246. Corbin, Bill and Shelbi Wright. *The Edge Resume and Job Search Strategy*. 3rd ed. Indianapolis, IN: JIST Publishing, 2000. 176p.

The edge philosophy, taking calculated risks, is combined with the process of crafting a well-tuned resume. There are resume worksheets and models in different formats such as scannable, video, and html resumes. There are chapters on the cover letter and interview process. Indexed.

5-247. Corwin, Gene, Gary J. Grappo and Adele Lewis. *How to Write Better Resumes*. 6th ed. New York; London: McGraw-Hill, 2004. 295p.

Volume unavailable for examination.

5-248. Coxford, Lola M. *Resume Writing Made Easy*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 1998. 147p.

The job search process, the resume, cover letter and interview are examined in 12 chapters. Different kinds of resumes, with samples, are shown. There are sample resumes, cover letters, and follow up letters. Indexed.

5-249. Dawson, Kenneth M. and Sheryl N. Dawson. *Job Search: The Total System*. 2nd ed. New York: John Wiley & Sons, 1996. 335p.

This updated guidebook reveals the basic job search techniques with examples, illustrations, strategies, revised forms, and a chapter on interviewing. Besides the sample resumes in the appendix, there are post-interview self-evaluation forms, a letter of agreement, and model cover letters. Indexed.

5-250. Dayhoff, Signe A. *Get the Job You Want: Successful Strategies for Selling Yourself in the Job Market*. Acton, MA: Brick House Publishing, 1990. 196p.

Learn to think like employers and do the marketing research and networking necessary through this work. The basic process is delineated with exercises, questions, note taking, and practice. There are model resumes and action letters. Indexed.

5-251. De Lucca, Matthew J. and Nanette F. De Luca. *Get a Job in 30 Days or Less: A Realistic Action Plan for Finding the Right Job Fast*. New York: McGraw-Hill, 1999. 315p.

This intensive, thirty-day action plan provides a detailed schedule for the job search process, with tips (e.g. electronic resume) and World Wide Web job search sites. There are forms, samples (e.g. letters, resume, interview questions), and a resume checklist. Indexed.

5-252. Eisenberg, Ronni. *Organize Your Job Search: Simple Solutions for Finding the Job You Want*. New York: Hyperion, 2000. 246p.

Written with Kate Kelly, this book employs simple steps and methods for the job search. There are lots of examples and “keep it simple” lists. The traditional methods for the job search are combined with models (e.g. resume, cover letter). Not Indexed.

5-253. *Employment Guide for Engineers and Scientists*. 3rd ed. Washington, DC: IEEE, 1991. 2 vol.

Pragmatic advice on job hunting and career advancement is offered for engineers and students. Volume 1 contains interview questions, models (e.g. resume), and tips (e.g. interview, telephone etiquette). Volume 2 is a directory of resources that is out of date. Not indexed.

5-254. Eyler, David R. *Resumes That Mean Business*. Newly revised and updated. New York: Random House, 1993. 252p.

There are three types of resumes depicted with examples of good and bad ones, do’s and don’ts, and seventy-five models. The models are annotated. Not indexed.

5-255. Faux, Marian. *The Complete Resume Guide*. 4th ed. New York: Prentice Hall, 1992. 184p.

5-256. Faux, Marian. *The Complete Resume Guide*. 5th ed. New York: Macmillan, 1995. 188p.

The author leads job hunters through the process of creating a resume. One chapter in both editions deals with the needs of re-entry, military, impaired workers and others. There are sample resumes, cover letters, and thank you letters (5th ed). A list of resumes by position/master index is available. The fifth edition adds several fact sheets (e.g. graduate, achievement, chronological), list of resume killers, and a resume checklist. Indexed.

5-257. Fein, Richard. *95 Mistakes Job Seekers Make ... and How to Avoid Them*. Manassas Park, VA: Impact Publications, 2003. 133p.

The most common mistakes made during the job search process are presented with solutions and sample documents (e.g. cover letter, follow up letter, resume, oral resume). Indexed.

5-258. Foxman, Loretta D. *Resumes That Work: How to Sell Yourself on Paper*. 2nd ed. New York: John Wiley & Sons, 1993. 116p.

Edited by Walter L. Polsky, this is a revised edition of the 1982 book. It is designed as a workbook and guide to developing a resume with model resumes and letters (e. g cover letter, follow up, thank you, inquiry). The workbook has space for answers for all three types of resume and guidelines. Not indexed.

5-259. French, Albert L. *How to Locate Jobs and Land Interviews*. 2nd ed. Hawthorne, NJ: Career Press, 1993. 168p.

The author supplies a proactive method for locating local jobs. There are guidelines, typical interview questions, worksheets, and models (e.g. resume, cover letter). Indexed.

5-260. Gardella, Robert S. *The Harvard Business School Guide to Finding Your Next Job*. Boston, MA: Harvard Business Reference, 2000. 143p.

This is a comprehensive yet concise collection of tips for planning and conducting a job search. While the key issues are discussed (e.g. resume, cover letter, interviews) the volume is best used in conjunction with works that have more examples or sample documents. Indexed.

5-261. Good, C. Edward. *Resumes for Re-entry: A Handbook for Women*. 2nd ed. Manassas Park, VA: Impact Publications, 1993. 167p.

This sound approach to the art of resume writing and self-marketing speaks to women entering the job market. Considered are the general skills employers want, how to complete a self-analysis, and the development of a resume. There are sample resumes. Indexed.

5-262. Haft, Timothy D. *Trash Proof Resumes: Your Guide to Cracking the Job Market*. New York: Random House, 1995. 171p.

Shows college students and recent graduates how to write an awe-inspiring resume. Topics highlighted are dealing with grades, transfers, internships, extracurricular activities, and issues relevant to students. There are sample resumes, a list of resumes by major, field and experience level, and a form for a personal history inventory. Not indexed.

5-263. Hamilton, Leslie. *Wow! Resumes for Financial Careers*. New York: McGraw-Hill, 1998. 164p.

The basics of creating a resume are given but are directed towards those with finance careers. The many sample resumes and cover letters address the specific situations and problems faced in finance. There is an alphabetical list of resumes. Indexed.

5-264. Henze, Geraldine. *Winning Career Moves: A Complete Job Search Program for Managers and Professionals*. Homewood, IL: Business One Irwin, 1992. 182p.

This work helps readers view the changes of modern life including coping with downsizing. The focus is on communication skills, with guidelines for resumes, cover letters, telephone use, and interviews. There are examples but no sample documents. The volume contains a job interview evaluation sheet, resume rules, and tips for the telephone interview. Indexed.

5-265. Ireland, Susan. *The Complete Idiot's Guide to the Perfect Resume*. 3rd ed. Indianapolis, IN: Alpha, 2003. 342p.

The process for preparing and sending electronic and email resumes is explained. The work features a portfolio of sample resumes and cover letters. Indexed.

5-266. Jackson, Tom and Ellen Jackson. *The New Perfect Resume*. New York: Doubleday, 1996. 226p.

Volume unavailable for examination.

5-267. Jackson, Tom. *The Perfect Job Search: 128 Proven Strategies to Get the Job*. New York: Doubleday, 1992. 198p.

The answers to more than one hundred situations, challenges, and turning points are supplied, with exercises and forms. A problem solving approach is used to finding answers and strategies. There are model resumes and cover letters. Not indexed.

5-268. Jackson, Tom and Ellen Jackson. *Perfect Resume Strategies*. New York: Doubleday, 1992. 202p.

The case history approach utilizes vignettes to examine the job search process and strategies for success. Part three is a mini guide to writing a resume and cover letter. There are model resumes. Not indexed.

5-269. Kaplan, Robbie M. *How to Say It in Your Job Search*. Upper Saddle River, NJ: Prentice Hall, 2002. 293p.

The author discusses traditional, scannable, and electronic resumes. There are instructions for each resume and letter required in the job search process. The book features interview questions, tips (e.g. interview, letters), guidelines (e.g. cover letters), and sample documents (e.g. letters, cover letters, resumes). Indexed.

5-270. Kaplan, Robbie M. *Sure-Hire Resumes*. 2nd ed. Manassas Park, VA: Impact Publications, 1998. 195p.

Volume not available for examination.

5-271. Karson, Allan. *Ready, Aim, Hired*. Homewood, IL: Business One Irwin; Richard D. Irwin, 1991. 171p.

The key ingredients needed to prepare the cover letter and resume are identified. Based on contacts with people in the job market, the author suggests a road map of do's and don'ts. There is a list of resumes and model documents (e.g. resumes, cover letters), both good and bad. Indexed.

5-272. Kissane, Sharon F. *Career Success for People with Physical Disabilities*. Lincolnwood, IL: VGM Career Books, 1997. 248p.

Readers are encouraged to think like a job seeker in order to plan and prepare for career success. Chapter 6 deals with resumes and cover letters. There are tips, advice, examples, and encouragement that apply to everyone. Not indexed.

5-273. Krannich, Ronald L. and William J. Banis. *High Impact Resumes and Letters*. 5th ed. Manassas Park, VA: Impact Publications, 1992. 254p.

This work places resumes and letters within the job search and career planning processes. It emphasizes self-evaluation and producing outcomes with forms (e.g. resume, self-evaluation), tips, and other aids (e.g. cover letter rules). There are sample resumes and cover letters. Indexed.

5-274. Krannich, Ronald L. and Caryl Rae Krannich. *The Complete Guide to International Jobs and Careers*. Woodbridge, VA: Impact Publications, 1990. 324p.

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Approaches the international job and careers market, intending to be used with other job search books. Focusing alternatives and marketing to potential employers, there are rules for effective resumes, and typical interview questions. Indexed.

5-275. Krannich, Ronald L. and Caryl Rae Krannich. *Dynamite Resumes*. Woodbridge, VA: Impact Publications, 1992. 154p.

This is a guide for transforming ordinary resumes into outstanding ones. The authors demonstrate three resume formats and explain the changes needed to improve them. There are exercises for job search competencies and principles for evaluating resumes. Chapter 6 contains resume models by kind of position, and cover letters. Indexed.

5-276. La Fevre, John L. *How You Really Get Hired: The Inside Story from a College Recruiter*. 3rd ed. New York: Prentice Hall, 1992. 220p.

In taking readers to the core of the job search process, the interview process is stressed. There are examples, common interview questions, and models (e.g. resume, cover letter). Indexed.

5-277. Lauther, Howard. *The Resume Reference Book*. Jefferson, NC: McFarland, 1990. 141p.

Volume unavailable for examination.

5-278. Lewis, Adele and Gene Corwin. *Better Resumes for Sales and Marketing Personnel*. 2nd ed. Hauppauge, NY: Barron's Educational Series, 1996. 259p.

The authors lead job seekers through the do's and don'ts of resume preparation, the organization of a job-hunting campaign, and the strategies for interviews. There are numerous sample resumes and model cover letters that can be personalized. Not indexed.

5-279. Lewis, Adele B. and Gary J. Grappo. *How to Write Better Resumes*. 4th ed. New York: Barron's Educational Series, 1993. 281p.

Volume unavailable for examination.

5-280. Lock, Robert D. *Job Search*. 2nd ed. Pacific Grove, CA: Brooks/Cole Publishing Company, 1992. 258p.

The purpose of the book is assisting job seekers in acquiring skills, reducing fears and helping readers implement career decisions. The textbook style uses exercises, examples, worksheets, and models (e.g. resumes, cover letter). There is a model form for a career objective statement, a form to use in drafting a cover letter, and interview questions. Indexed.

5-281. Moreau, Daniel. *Kiplinger's Take Charge of Your Career: How to Survive and Profit from a Mid-Career Change*. Washington, DC: Kiplinger Books, 1990. 242p.

The author presents practical advice for taking charge of a career through downsizing and other events. The job-hunting process is examined with model documents (e.g. acceptance letter, follow-up letter, networking letter, cover letter, resume) and illustrative cartoons. Indexed.

5-282. Morin, Laura. *Every Woman's Essential Job Hunting and Resume Book*. Holbrook, MA: Bob Adams, 1994. 222p.

Designed to help women find lifetime careers, this work involves resumes based on place in the market (e.g. returning student), interviewing, and career planning. There are sample resumes and cover letters tailored to the type of position. Indexed.

5-283. Nemnich, Mary B. and Fred E. Jandt. *Cyberspace Resume Kit*. Indianapolis, IN: JIST Works, 1999. 332p.

Taking advantage of the electronic environment is the focus here with samples (e.g. resumes), hints, and interviews with insiders. The process of creating and distributing scannable resumes to resume banks is explored. The discussion includes Usenet, email, html, and posting requirements. There is a list of World Wide Web resume banks. Indexed.

5-284. Norris, Phillip E. *The Job Doctor*. Indianapolis, IN: JIST Works, 1990. 106p.

The essential techniques for conducting an effective job search are described. Concerned with learnable skills, the examples and sample documents (e.g. resume, cover letter) are related to the medical field. There are also sample interview questions. Not indexed.

5-285. Parker, Yana. *The Damn Good Resume Guide: A Crash Course in Resume Writing*. 4th ed. Berkeley, CA; Toronto: Ten Speed Press, 2002. 73p.

Volume unavailable for examination.

5-286. Parker, Yana. *Ready-to-Go Resumes*. Berkeley, CA: Ten Speed Press, 1995. 125p.

The author supplies a software package, templates, and manual for creating a resume and letters (e.g. cover letters, reference letters, thank you letters). The resume clinic addresses problems and presents their solutions. There are worksheets (e.g. employment reference, recommendation letter) and steps in writing a good cover letter. Indexed.

5-287. Parker, Yana. *Resume Pro: The Professional's Guide*. Berkeley, CA: Ten Speed Press, 1993. 406p.

The easy-to-read manual offers advice and inspiration on resume writing with tips, templates, and real-life stories. The volume features a sample agenda for a resume workshop, forms, worksheets, and model resumes. Indexed.

5-288. Provenzano, Steven. *Slam Dunk Resumes ... That Score Every Time!* Lincolnwood, IL: VGM Career Horizons, 1994. 171p.

Readers are shown how to write a high-impact resume for a competitive market. The emphasis is on selling skills for the 90s market. There is a basic introduction with design guidelines, worksheets, and model documents (e.g. resumes, cover letter, follow up letter). A separate index of models by profession is useful. Indexed.

5-289. Reed, Jean. *Resumes That Get Jobs*. 9th ed, rev. New York: Macmillan Reference USA, 1998. 208p.

Volume unavailable for examination.

5-290. *Resumes for Engineering Careers*. Lincolnwood, IL: VGM Career Horizons, 1994. 151p.

This practical guide identifies the essential ingredients that engineers need for a successful resume. The description is enhanced with about one hundred model resumes and cover letters. The approach is similar to other volumes in VGM's Professional Resumes Series. Not indexed.

5-291. *Resumes for Law Careers*. Lincolnwood, IL: VGM Career Horizons, 1995. 150p.

Following the format employed for other volumes by this publisher, there are tips on writing, advice on layout, and one hundred pages of model resumes and cover letters. Not indexed.

5-292. *Resumes for Mid-career Job Changes.* 2nd ed. Lincolnwood, IL: VGM Career Horizons, 2000. 151p.

The resume-writing process is communicated with a large number of sample resumes and cover letters. Not indexed.

5-293. *Resumes for Sales and Marketing Careers.* 2nd ed. Lincolnwood, IL: VGM Career Horizons, 1998. 150p.

The volume is part of a series of resumes guides focused on a particular career field. The essential ingredients of a resume are identified with examples and sample documents (e.g. resumes, cover letters). Not indexed.

5-294. *Resumes for Social Service Careers.* Lincolnwood, IL: VGM Career Horizons, 1995. 151p.

There are over one hundred pages of model resumes and some cover letters. The advice and tips follow the pattern used in other volumes from this publisher. Not indexed.

5-295. *Resumes! Resumes! Resumes!* 2nd ed. Hawthorne, NJ: Career Press, 1995. 192p.

Resumes created by real people who have landed jobs are used to show the best way to write a winning resume. There are worksheets and sample resumes. Indexed.

5-296. Rice, Craig S. *The \$100,000 Resume.* New York: McGraw-Hill, 1998. 219p.

The volume assists readers in developing a master resume, with career marketing plan forms, mailing program, and resume worksheet. There are model resumes and an alphabetical list of the resumes. Indexed.

5-297. Riehle, Kathleen A. *What Smart People do When Losing Their Jobs.* New York: John Wiley & Sons, 1991. 180p.

This is a guide for those concerned about losing a job or whose positions have been eliminated. The process of writing resumes and cover letters stresses that specific situation. There are model resumes and cover letters. Indexed.

5-298. Rosenberg, Arthur D. and David Hizer. *The Resume Handbook: How to Write Outstanding Resumes & Cover Letters*

for Every Situation. 4th ed. Avon, MA: Adams Media Corp., 2003. 145p.

Successful resume techniques are illustrated with the tools and techniques needed to secure interviews. The volume features thirty-two resumes, advice, examples of both good and bad resumes, and sample documents (e.g. cover letter, follow up letter, resume). Not indexed.

5-299. Rust, H. Lee. *Jobsearch*. Rev. ed. New York: AMACOM, 1991. 254p.

A comprehensive program for a job campaign is described. This is a collection of over seventy forms, sample documents (e.g. resumes, letters) and examples in a workbook format. There are interview questions to ask as well as those to be expected. Indexed.

5-300. Ryan, Robin. *Winning Resumes*. 2nd ed. New York: Wiley, 2003. 285p.

The author's approach to resume writing incorporates the results of a nationwide survey of managers and human resources personnel. Seven steps of a technique (e.g. goldmining) are presented a discussion of both electronic and executive resumes. There are sample resumes. Indexed.

5-301. Schmidt, Peggy. *Making it on Your First Job: When You're Young, Ambitious, and Inexperienced*. Rev. ed. Princeton, NJ: Peterson's Guides, 1991. 163p.

The work stresses the importance of the cover letter in the job search campaign. There is a chapter on the interview, examples, but no sample documents. Not indexed.

5-302. Schmidt, Peggy. *The 90-minute Resume*. 2nd ed. Princeton, NJ: Peterson's Guides, 1992. 113p.

All the information needed to produce a resume is contained here. The author suggests working with a second person to practice the interview. There are examples, sample conversations, sample documents (e.g. resumes, cover letters), a resume checklist, and before and after examples. Not indexed.

5-303. Smith, Michael H. *The Resume Writer's Handbook*. 2nd ed. New York: HarperPaperbacks, 1993. 234p.

Volume unavailable for examination.

5-304. Swanson, David. *The Resume Solution: How to Write (and Use) a Resume That Gets Results*. 2nd ed. Indianapolis, IN: JIST Works, 1995. 224p.

Volume unavailable for examination.

5-305. Wilson, Robert F. and Adele Lewis. *Better Resumes for Executives and Professionals*. 4th ed. Hauppauge, NY: Barrons, 2000. 322p.

Resumes for those seeking leadership positions are presented. Organized by type of position desired, the one hundred model resumes are accompanied by cover letters and examples of letters sent to executive recruiters. Not indexed.

5-306. Tepper, Ron. *Power Resumes*. 3rd ed. New York: Wiley, 1998. 259p.

Volume unavailable for examination.

5-307. Washington, Tom. *Resume Power: Selling Yourself on Paper*. 7th ed. Bellevue, WA: Mount Vernon Press, 2003. 291p.

The step-by-step process of developing a quality resume is given, with discussion of the electronic resume. There are sample documents (e.g. resume, cover letter). Indexed.

5-308. Weddle, Peter D. *Internet Resumes: Take the Net to Your Next Job*. Manassas Park, VA: Impact Publications, 1998. 193p.

Job seekers are shown how to communicate their qualifications through high tech resumes. Special features include how to evaluate an employment web site, the ten steps to an Internet resume, resume worksheets, and sample resumes. Not indexed.

5-309. Wilson, Robert F. and Erik H. Rambusch. *Conquer Resume Objections*. New York: Wiley, 1994. 205p.

Volume unavailable for examination.

5-310. Witt, Melanie A. *Job Strategies for People with Disabilities: Enable Yourself for Today's Job Market*. Princeton, NJ: Peterson's Guides, 1992. 292p.

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This is one of the first books to present points essential to employment for those with disabilities. Based on requirements and interviews, it combines state-of-the-art career decision-making and employment search techniques. There are model documents (e.g. resumes, cover letter), a career analysis worksheet, and interview do's and don'ts. Indexed.

5-311. Yate, Martin. *Knock 'em Dead 2004*. Avon, MA: Adams Media, 2004. 339p.

Volume unavailable for examination.

5-312. Yate, Martin. *Knock 'em Dead*. 1996 ed. Holbrook, MA: Adams Publishing, 1996. 315p.

The author describes job-hunting scenarios, interviews, and building a resume. The process stresses the interview, with consideration of telephone interview techniques. There are model resumes. Indexed.

5-313. Yate, Martin. *Resumes That Knock 'em Dead*. 5th ed. Revised and expanded. Avon, MA: Adams Media, 2003. 312p.

An extensive number of resumes from real people illustrate the examination of resume production, and distribution. Useful keywords, Internet resources, and resumes for specific situations appear in the appendix. Indexed.

SALES SCRIPTS

5-314. Gamble, Teri and Michael Gamble. *Sales Scripts That Sell!* New York: AMACOM, 1992. 149p.

This volume is intended to give sales professionals an advantage over their competition. The authors discuss the basics of approaching customers using the telephone. The proposed method employs sales scripts, complete with sample scripts. Indexed.

SURVEYS

5-315. Spunt, Trevor M. *Guide to Customer Surveys*. New York: The Customer Service Group, 1999. 102p.

A process for developing more effective customer satisfaction questionnaires is examined, with sample questionnaires. Useful as a tool for evaluating work, the book emphasizes surveying external customers with three common types of questionnaires. Also provided are the core elements, criteria, and a glossary. Not indexed.

Chapter 6

ORAL COMMUNICATION

Communicating in the workplace requires the ability to converse with colleagues, management and customers in a variety of situations. The good communicator speaks and listens, and can communicate by telephone and in meetings.

This chapter concerns the acquisition and development of oral communication skills and their application to employment situations. The two most important skills are persuasive speaking and responsive listening. Employed in every conversation, the level of skill demanded is high for those participating in interviews and giving formal presentations. Formal presentations, speeches and oral reports are delivered at a variety of events.

Interviewing skills are needed for both employer and employee. The employer must hire new employees, evaluate current ones, and communicate with everyone. The prospective employee must traverse the uncertainties about an interview's structure, the questions likely to be asked, and their chances for success.

Meetings continue to be a fact of life, despite the impact of email, videoconferencing and the like. Both leaders and participants can determine the need for a meeting and guarantee its success by acquiring the skills needed for planning and conducting the sessions.

This chapter reviews books published between 1990 and 2004 that offer techniques, guidelines and models for the development or improvement of these skills.

ETIQUETTE

6-001. Axelrod, Alan and Jim Holtje. *201 Ways to Deal with Difficult People*. New York: McGraw-Hill, 1997. 150p.

Strategies for turning close encounters into civil and productive exchanges are characterized. The personal and interpersonal skills needed in the business world are stressed. Items are listed in numerical order for twenty-one topics in a mix of common sense approaches to problem situations. Not indexed.

6-002. Axelrod, Alan and Jim Holtje. *201 Ways to Say No Gracefully and Effectively*. New York: McGraw-Hill, 1997. 150p.

This quick survival guide is about making yourself heard, and getting your own way. There are tips in twenty-one common sense categories, with advice. Not indexed.

6-003. Axtell, Roger E. *The Do's and Taboos of Hosting International Visitors*. New York: John Wiley & Sons, 1990. 236p.

The third volume in the series, instructions are offered on hosting international visitors. The emphasis is on what to do and not to do. Humor and anecdotes are used to address entertaining and protocol, with tips specific to a country and a region. Indexed.

6-004. Axtell, Roger E. *The Do's and Taboos of International Trade: A Small Business Primer*. Rev. ed. New York: John Wiley & Sons, 1994. 312p.

The author presents a clear guide to the opportunities in international trade, emphasizing how to avoid misunderstandings. The suggestions on culture and communication are useful for anyone working with a multicultural workforce. There is a glossary of terms. Indexed.

6-005. Axtell, Roger E. *Do's and Taboos of Using English Around the World*. New York: John Wiley & Sons, 1995. 206p.

Uses true life examples to illustrate communication with people in other parts of the world. The stories offer tips, lessons, and paradigms. There are essays on six key languages. Indexed.

6-006. Axtell, Roger E. *Gestures: the Do's and Taboos of Body Language*. Rev. & exp. ed. New York: John Wiley & Sons, 1998. 238p.

The use of gestures in specific countries is explained, with updates on the two hundred most popular gestures and signals. New sections in this edition describe such topics as American Sign Language, tai chi, flirting, and kissing. Humor and illustrations are used to point out both the differences and the similarities. Indexed.

6-007. Axtell, Roger E., Tami Briggs, Margaret Corcoran, and Mary Beth Lamb. *Do's and Taboos Around the World for Women in Business*. New York: John Wiley & Sons, 1997. 254p.

The book combines information from other works by Roger Axtell with a focus on women. It contains advice on behavior and careers, survival techniques, and cross-cultural skills for women. There is a section with advice for each country. Indexed.

6-008. Baber, Anne and Lynne Waymon. *Great Connections: Small Talk and Networking for Businesspeople*. 2nd ed. Manassas Park, VA: Impact Publications, 1992. 178p.

The guide leads readers through the process of using small talk for business and career success. There are helpful examples, questionnaires, checklists, and guidelines on networking. Indexed.

6-009. Baldrige, Letitia. *Letitia Baldrige's New Complete Guide to Executive Manners*. New York: Rawson Associates; Maxwell Macmillan, 1993. 590p.

A revised edition of the author's 1985 work, this volume delineates the new guidelines and parameters needed to understand good manners in the workplace. It covers everything from greetings and gift giving to oral and written communications. There is a sample invitation. Indexed.

6-010. Barnard, Gregory. *Cross-Cultural Communication: A Practical Guide*. London: Cassell, 1995. 118p.

The author demystifies cross-cultural communication for managers and trainers, with a focus on preventing cross-cultural problems. There is a clear interpretation of diversity, followed by practical suggestions and strategies for avoiding pitfalls. Separate chapters consider international meetings and presentations. Indexed.

6-011. Benton, D. A. *Lions Don't Need to Roar: Using Leadership Power of Professional Presence to Stand Out, Fit in and Move Ahead.* New York: Warner Books, 1992. 257p.

The critical success factors essential for advancement are identified based on the author's experience. The volume provides how to relate to people, an easy reference guide in the appendix, basic guidelines, and tips for public speaking. Not indexed.

6-012. Casperson, Dana M. *Power Etiquette: What You Don't Know Can Kill Your Career.* New York: AMACOM, 1999. 195p.

A definitive guide for conducting business relationships, the book has suggestions on treating clients and colleagues with courtesy and respect. In covering the telephone, email, videoconferencing, teleconferencing and public speaking, the author supplies a manners tool kit and selected documents (e.g. resume, letters). The telephone tips are quite useful as are the sample letters. Indexed.

6-013. Mandell, Terri. *Power Schmoozing: The New Etiquette for Social and Business Success.* Rev. ed. New York: McGraw-Hill, 1996. 173p.

The author proposes guidelines, techniques, and strategies for using volunteer and social situations to network. With a focus on telling the truth about oneself, oral communication, etiquette, and group interactions are considered. Not indexed.

6-014. Sabath, Ann Marie. *Business Etiquette: 101 Ways to Conduct Business with Charm and Savvy.* Franklin Lakes, NJ: Career Press, 1998. 191p.

An easy-to-use, question-and-answer format is used to promote a basic principle and over one hundred reinforcing applications. Email, netiquette, telephone etiquette and cubicle etiquette are some of the areas covered. Indexed.

6-015. Stewart, Marjabelle Y. and Marian Faux. *Executive Etiquette in the New Workplace.* New York: St. Martin's Press, 1994. 323p.

Executives and others are shown how to get ahead using business manners. Presented in a realistic manner, the volume discusses eating, drinking, dressing, entertaining, gift giving, and listening skills. Indexed.

6-016. Thomsett, Michael C. *The Little Black Book of Business Etiquette*. New York: AMACOM, 1991. 188p.

Explores the unspoken rules and conventions found in companies. Raises some difficult issues and presents general guidelines for dealing with them. The focus is on avoiding mistakes and discovering the unwritten rules. Uses examples to present basic rules for telephone, correspondence, and meetings. There is a checklist for correspondence and guidelines (e.g. telephone policies, meeting leaders, handling appointments). Indexed.

INTERVIEWING

6-017. Allen, Jeffrey G. *The Complete Q&A Job Interview Book*. 2nd ed. New York: John Wiley & Sons, 1997. 230p.

The author supplies a method and a script to use in answering questions. This programmed interview technique uses six steps. While somewhat simplistic, it is useful for identifying the kinds of questions candidates may be asked. Indexed.

6-018. Allen, Jeffrey G. *Jeff Allen's Best: Get the Interview*. New York: John Wiley & Sons, 1990. 145p.

The systematic method presented for getting hired concentrates on achieving an interview. Part of three books in the series, it emphasizes the job search process through one hundred steps. There is a sample cover letter. Indexed.

6-019. Allen, Jeffrey G. *Jeff Allen's Best: Win the Job*. New York: John Wiley & Sons, 1990. 143p.

Suggestions and hints are offered for handling the interview as a screen test. There are do's, don'ts, techniques, advice, an interview evaluation form, and key questions. Indexed.

6-020. Allen, Jeffrey G. *The Perfect Follow-up Method to Get the Job*. New York: John Wiley & Sons, 1992. 201p.

Ten common sense techniques are disclosed that will lead to a job. There are checklists (e.g. interviews), do's and don'ts (e.g. resume), blank forms, and model documents (e.g. resume, cover letter, reference letter). Indexed.

6-021. Arthur, Diane. *Recruiting, Interviewing, Selecting and Orienting New Employees*. 3rd ed. New York: AMACOM, 1998. 369p.

6-022. Arthur, Diane. *Recruiting, Interviewing, Selecting and Orienting New Employees*. 2nd ed. New York: AMACOM, 1991. 333p.

This work is a comprehensive guide to the employment process. There are techniques, guidelines, and methods applicable to all work environments. Written from the employer's point of view, the sample questions, forms and guidelines are useful for the candidates as well. There are sample interview questions, forms, and a sample orientation program in the third edition. Indexed.

6-023. Beatty, Richard H. *The Interview Kit*. New York: John Wiley & Sons, 1995. 211p.

For both novice and skilled job seekers, the author shows how to use classic sales techniques to make sure the interviewer sees the best you have to offer. This comprehensive guide describes strategies for answering over five hundred commonly asked interview questions. Indexed.

6-024. Beatty, Richard H. *Interviewing and Selecting High Performers: Every Manager's Guide to Effective Interviewing Techniques*. New York: John Wiley & Sons, 1994. 213p.

The author advances the rationale, motivation, and process used for the selecting employees. With an emphasis on selection criteria essential to high performance, theory is combined with practical forms and questions. There are model forms and key interview questions. Chapter 7 contains over five hundred great questions. Indexed.

6-025. Bell, Arthur H. *Extraviewing: Innovative Ways to Hire the Best*. Homewood, IL: Business One Irwin, 1992. 227p.

To learn more about applicants, the author suggests methods that go beyond the traditional employment interview. The primary thrust is about what interviewers are doing right. Topics discussed are aptitude tests, video interviewing, and team interviews. There are sample questions, job descriptions, and tests. Indexed.

6-026. Bell, Arthur H. *International Careers*. Holbrook, MA: Bob Adams, 1990. 309p.

A six-step method for finding international employment is reported, with basics that apply to anyone. There are interview questions, and sample letters. Not indexed.

6-027. Berk, Diane. *Preparing for Your Interview*. Los Altos, CA: Crisp Publications, 1990. 62p.

The concise guide to employment interviews offers insider knowledge, sample interview questions, and suggestions for research companies. There is an interview checklist and do's and don'ts. Not indexed.

6-028. Berman, Jeffrey A. *Competence-Based Employment Interviewing*. Westport, CT: Quorum Books, 1997. 168p.

This practitioner-oriented approach for interviewers combines a theoretical framework with information on interviewing skills. While scholarly in tone, a specific model is presented with worksheet, sample questions, glossary, interview transcript, and evaluation rating form. Indexed.

6-029. Deep, Sam and Lyle Sussman. *What to Ask When You Don't Know What to Say*. Englewood Cliffs, NJ: 1993. 310p.

The book is comprised of over five hundred sample questions for almost two hundred difficult situations encountered in the workplace. The unique approach to handling situations involves coverage of meetings, interviewing, interviewing job applicants, and presentations. Indexed.

6-030. Dillon, J.T. *The Practice of Questioning*. London; New York: Routledge, 1990. 287p.

This is a comprehensive, practical book for professionals. Theory, research, and practice from a range of disciplines are combined with explanations of components and reasoning from the interviewers perspective. There are interview transcripts. Indexed.

6-031. Drake, John D. *The Perfect Interview: How to Get the Job You Really Want*. New York: AMACOM, 1991. 189p.

The purpose of this work is showing job hunters how to turn interviews into employment offers. Based on the author's professional experience, the book follows the chronological pattern of the interview process. There are skill-builder exercises, practical do's and don'ts, guidelines, and ten tough interview questions. Indexed.

6-032. Fein, Richard. *101 Dynamite Questions to Ask at Your Job Interview*. 2nd ed. Manassas Park, VA: Impact Publications, 2000. 134p.

The key questions that job seekers should ask are arranged by category in this interviewing guide. The volume features explanations, follow up questions, the five no's of networking, the five rules for asking a question, and sample letters (e.g. acceptance, rejection). Indexed.

6-033. Fry, Ron. *Your First Interview: Everything You Need to Know to “Ace” the Interview Process and Get Your First Job.* Hawthorne, NJ: Career Press, 1991. 154p.

6-034. Fry, Ron. *Your First Interview.* 2nd ed. Hawthorne, NJ: Career Press, 1993. 159p.

This practical approach for beginners demonstrates how to conduct oneself during every phase of the interview. Chapters show how to conquer anxiety and write effective letters. There are data input forms, model letters, and sample interview questions. The second edition utilizes the same approach and content as the first edition. Indexed.

6-035. Hirsch, Arlene S. *Interviewing.* 3rd ed. New York: Wiley, 1999. 219p.

Volume unavailable for examination.

6-036. Hirsch, Arlene S. *Interviewing.* New York: National Business Employment Weekly; John Wiley & Sons, 1994. 202p.

Employment seekers are shown how to develop interview skills and attitudes. The basic skills are addressed with humor, guidelines, interview don'ts, and sample interview questions. Indexed.

6-037. Kador, John. *201 Best Questions to Ask on Your Interview.* New York: McGraw-Hill, 2002. 197p.

Volume unavailable for examination.

6-038. Krannich, Caryl Rae and Ronald L. Krannich. *Interview for Success.* 3rd ed. Woodbridge, VA: Impact Publications, 1990. 196p.

This interview book describes seven key aspects of the interview process. While approaching the interview as part of the job search process, the authors stress preparation and communication. The volume examines good listening behavior, rules for effective interviewers. There are strength identification exercises, interview quotient test, interview preparation checklist, interview questions, and model letters. Indexed.

6-039. Mercer, Michael W. *Hire the Best ... and Avoid the Rest.* New York: AMACOM, 1993. 159p.

Simple, quick and organized ways of learning interview skills are delineated for managers. Among the skills involved are testing candidates, conducting reference checks, and hiring based on potential. Based on the author's experience, this work would be useful for candidates as well as interviewers. There are an interview guide form, types of interview questions, legal guidelines to follow, interview checklist, and a list of job-related criterion. Indexed.

6-040. Rogers, Jenny. *Effective Interviews*. New York: AMACOM, 1998. 95p.

To help job seekers learn the essentials of self-promotion, the author proffers preparation tips, listening as well as speaking, and interview questions. The focus is on effective interview preparation, with some discussion of unusual aspects such as incompetent interviewers, awkward questions and the like. Indexed.

6-041. Schumacher, Michael. *The Writer's Complete Guide to Conducting Interviews*. Cincinnati, OH: Writer's Digest Books, 1993. 236p.

The author covers the art of talking to interviewees, researching topics, conducting interviews, and writing the final article. Indexed.

6-042. Walker, Daniel. *Selection Interviewing*. New York: AMACOM, 1998. 96p.

Examines how an unreliable process can be turned to its best advantage through planning and preparation. Shown from the employer's point of view, self-assessment, listening skills, the exit interview, and other factors are revealed. There is a recruitment checklist, and application form. Indexed.

6-043. Washington, Tom. *Interview Power: Selling Yourself Face to Face*. Bellevue, WA: Mount Vernon Press, 2000. 274p.

Directed at job seekers, the volume contains practical ideas, strategies, tips, and a look at up-to-date interviewing techniques. Different types of questions that can be encountered, from questions that should be asked to illegal ones, are depicted. Indexed.

6-044. Wilson, Robert F. *Conducting Better Job Interviews*. 2nd ed. Hauppauge, NY: Barron's Educational Series, 1997. 122p.

The purpose of this book is to provide managers with the tools to identify, evaluate, and attract the right people. It covers everything from evaluating resumes and reference checking to preparing for the interview and performance

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evaluations. Features sample letters, interview questions, forms, and evaluation worksheets. Indexed.

6-045. Wilson, Robert F. and Erik H. Rambusch. *Conquer Interview Objections*. New York: J. Wiley, 1994. 201p.
Volume unavailable for examination.

6-046. Yeager, Neil M. and Lee Hough. *Power Interviews: Job-Winning Tactics from Fortune 500 Recruiters*. Rev. and expanded ed. New York: J. Wiley, 1998. 239p.

Volume unavailable for examination.

LISTENING

6-047. Adler, Ronald B., Lawrence B. Rosenfeld, and Neil Towne. *Interplay: the Process of Interpersonal Communication*. 5th ed. Fort Worth, TX: Harcourt Brace Jovanovich College Publishers, 1992. 411p.

This textbook relates theories and research to behavior in every day settings. Quotations, journalistic excerpts, cartoons and poetry are employed to illustrate the basics of interpersonal communication. Chapters are devoted to nonverbal communication and listening. There are activities, readings and a glossary. Indexed.

6-048. *The Articulate Executive: Orchestrating Effective Communication*. Boston, MA: Harvard Business School Press, 1993. 264p.

Managers are given conceptual insights and practical advice for improving communication within organizations. This series of articles from the *Harvard Business Review* expresses a framework for approaching listening, meeting, presentations, meeting the press, the business plan, and writing. Listening is seen as an important skill necessary for success in all realms of business. Indexed.

6-049. Berko, Roy M., Lawrence B. Rosenfeld, and Larry A. Samovar. *Connecting: A Culture-Sensitive Approach to Interpersonal Communication Competency*. 2nd ed. Fort Worth, TX: Harcourt Brace & Company, 1997. 455p.

The interpersonal communications text provides an understanding of the field, and opportunities to develop communication skills. There are exercises (e.g.

knowledge checks, skill development), coverage of listening, and a glossary. Indexed.

6-050. Bonet, Diana. *The Business of Listening*. 3rd ed. Menlo Park, CA: Crisp Publications, 2001. 104p.

This is a self-study introduction to basic listening skills. The very practical guide shows both the results of good listening and how to achieve better skills. There are ten tips, quizzes, checklists, and exercises. Not indexed.

6-051. Burley-Allen, Madelyn. *Listening: The Forgotten Skill*. 2nd ed. New York: John Wiley & Sons, 1995. 194p.

Part of the Wiley self-teaching guides, this volume assists readers in breaking down barriers to listening. There are exercises and self-tests in each chapter. The author describes the attributes of effective listening, the guidelines for listening improvement, questioning, and lessening resistance to communication. Indexed.

6-052. Gaut, Deborah A. and Eileen M. Perrigo. *Business and Professional Communication for the 21st Century*. Boston, MA: Allyn and Bacon, 1998. 354p.

This textbook examines key skills such as listening, interviewing, creating presentations, working in groups, and using appropriate business etiquette. Among its features are a listening challenge plan, listening tips, interview questions, rules for videoconferencing, and a sample resume. Indexed.

6-053. Kratz, Dennis M. and Abby R. Kratz. *Effective Listening Skills*. Chicago, IL: Irwin/Mirror Press, 1995. 94p.

The authors use interactive exercises to help readers learn to tailor their listening skills to a variety of situations. There are examples, do's and don'ts, and a posttest. Not indexed.

6-054. Lumsden, Gay and Donald Lumsden. *Communicating in Groups and Teams: Sharing Leadership*. Belmont, CA: Wadsworth Publishing Company, 1993. 410p.

Making groups and teams more effective is the goal of this textbook. Nonverbal communication, listening and writing reports are shown in the team context. There is a model agenda, a glossary, exercises, and case studies. Indexed.

6-055. Robertson, Arthur K. *Listen for Success: A Guide to Effective Listening*. Burr Ridge, IL: Irwin Professional Publishing, 1994. 197p.

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Volume unavailable for examination.

MEETINGS

6-056. Adler, Ronald B. and Jeanne Marquardt Elmhurst. *Communicating at Work: Principles and Practices for Business and the Professions*. 6th ed. Boston: McGraw-Hill College, 1999. 498p.

A practical introduction, the authors focus on the principles and skills that make on-the-job communication effective. New to this edition are discussions of technology and cultural diversity. Samples, as indicated in the table of contents, include an interview plan and presentations. There are checklists (e.g. interview, conducting a meeting), guidelines for virtual meetings, and a glossary. Indexed.

6-057. Beebe, Steven A. and John T. Masterson. *Communicating in Small Groups*. 5th ed. New York: Longman, 1997. 372p.

This college textbook on small-group communication balances theoretical perspective with application and skill activities. It covers listening, nonverbal skills, speaking to audiences, and meeting skills. There is a glossary. Indexed.

6-058. Beer, David F. *Writing and Speaking in the Technology Professions: A Practical Guide*. 2nd ed. New Jersey: Wiley, 2003. 517p.

6-059. Beer, David F., ed. *Writing and Speaking in the Technology Professions: A Practical Guide*. Piscataway, NJ: IEEE Press, 1992. 267p.

Comprised of a series of brief papers reprinted from the IEEE Transactions on Professional Communication, the volume is intended to assist engineers and students in becoming skillful and effective communicators. The contents deal with written (e.g. reports, proposals, manuals, editing) and oral communication (e.g. presentations, listening). Part 8 is concerned with making meetings better. Indexed.

6-060. Bell, Arthur H. *Mastering the Meeting Maze*. Reading, MA: Addison-Wesley, 1990. 186p.

This lively resource emphasizes how to win for yourself and your company through effective and productive meetings. The step-by-step guide has examples, check sheets (e.g. meeting room), sample agenda, and questions for evaluating a training meeting. Indexed.

6-061. Boehme, Ann J. *Planning Successful Meetings and Events*. New York: AMACOM, 1999. 174p.

Intended for secretaries and administrative assistants, the how-to guide encompasses the entire process of meeting planning, from site selection and registration to negotiating with vendors and food planning. More a planning guide for association meetings and events, there are useful checklists for every planning stage. Some chapters have glossaries. Indexed.

6-062. Bozek, Phillip E. *50 One-Minute Tips for Better Communication*. Rev. ed. Menlo Park, CA: Crisp Publications, 1998. 125p.

Fifty tips (e.g. exercises, illustrations, sample documents) that can be used to improve meetings, business writing and presentations are described. The emphasis is on learning some techniques to improve one's performance immediately. The useful sample documents include a meeting announcement, an agenda, an evaluation form, a planning guide, and a memo form. Not indexed.

6-063. Burluson, Clyde W. *Effective Meetings: The Complete Guide*. New York: John Wiley & Sons, 1990. 239p.

The author has designed a handy guide to making meetings worthwhile. Although written before the explosion of e-mail, the skills covered include those used in electronic conferencing. There are checklists for minutes, for ending a meeting, and for the special considerations needed for large meetings. Indexed.

6-064. Burnard, Philip. *Training Games for Interpersonal Skills*. Rev. ed. New York: McGraw-Hill, 1997. 264p.

For those who train others, this book combines a theoretical discussion with over one hundred experiential learning activities for listening, non-verbal communication skills, and interviewing. Chapters address running interpersonal skills workshops and training checklists, but some of the activities can be applied elsewhere. Indexed.

6-065. Justice, Thomas and David W. Jamieson. *The Facilitator's Fieldbook: Step-by-Step*. New York: AMACOM, 1999. 461p.

Facilitation and the role of facilitators is portrayed, partly as an introduction and framework for beginners. A comprehensive set of how-to procedures and guides on meeting planning is provided with checklists (e.g. meeting planning), guidelines (e.g. audio conference, group recorders), glossary (e.g. electronic meetings), and models (e.g. agenda, minutes, vision statement, values statement). Indexed.

6-066. Kausen, Robert C. *We've Got to Start Meeting Like This!: How to Get Better Results with Fewer Meetings.* Coffee Creek, CA: Life Education, 2003. 190p.

Executives and managers are shown how to bring out the best in themselves and others. Brimming with practical insights, the principles presented here should result in fewer but more effective meetings. See the discussion on whether to meet and how to conduct brainstorming discussions. The volume features suggested meeting rules, sample agenda, and sample minutes. Indexed.

6-067. Kelsey, Dee and Pam Plumb. *Great Meetings!: How to Facilitate Like a Pro.* Portland, ME: Hanson Park Press, 2003. 176p.

Volume unavailable for examination.

6-068. *Mastering Meetings: Discovering the Hidden Potential of Effective Business Meetings.* New York: McGraw-Hill, 1994. 232p.

Different meeting models are examined with tips, guidelines, checklists and other hints. Based on research conducted by the 3M Meeting Management Team (with Jeannine Drew), the reasons why meetings are held is explored with practical applications. The book offers a meeting system IQ test. Although a more scholarly approach is utilized here, there are guidelines (e.g. agenda, evaluations, overhead transparencies), checklists (e.g. meeting room, visuals, evaluating presentations), tips (e.g. meeting participation), and profiles (e.g. effective team leaders and members). Indexed.

6-069. Mina, Eli. *The Complete Handbook of Business Meetings.* New York: AMACOM, 2000. 318p.

Based on the author's fifteen years of experience, a collection of insights and ideas are suggested for meeting planning and management with tools for planning, chairing, and participating in a variety of meetings of different size. The ten key ingredients of a successful meeting are identified with bullet points, examples, a meeting day checklist, and sample minutes. Chapter 10 is a troubleshooting guide. Indexed.

6-070. Mosvick, Rogert K. and Robert B. Nelson. *We've Got to Start Meeting Like This: A Guide to Successful Meeting Management.* Rev. ed. Indianapolis, IN: Part Avenue Productions, 1996. 294p.

After an examination of meetings as they occur today in organizations, the authors focus on what can be done to have more effective meetings. Features include a planner's packet, management policies, and formats. Indexed.

6-071. Nelson, Robert B. and Peter Economy. *Better Business Meetings*. Burr Ridge, IL: Richard D. Irwin, 1995. 179p.

The authors tackle the problem of unproductive meetings and introduce a meeting management tool, Power Dynamics. In making a good case for meetings, readers are shown how to engage attendees, focus energy, and define the roles of leaders and participants. The book has six ground rules for participants, and models (e.g. agenda, feedback survey). Indexed.

6-072. Pohl, Alice N. *Committees and Boards: How to Be an Effective Participant*. Lincolnwood, IL: NTC Business Books, 1990. 87p.

This work is intended to help members and officers use the rules of parliamentary procedure to participate in committees and boards. The book discusses ordinary committees, special or standing committees, and boards. There is a handbook of motions that states the proper phrasing for each type of motion. Indexed.

6-073. Pohl, Alice N. *Formal Meetings: How to Preside and Participate*. Lincolnwood, IL: NTC Business Books, 1990. 115p.

Similar to the author's other book, this one is designed to help readers use parliamentary procedures for more effective meetings and sessions. It concisely covers the duties of officers and members. There is a sample tellers' report, a description of the basic pattern for bylaws, and sample wording for motions. Indexed.

6-074. Silberman, Melvin L. *101 Ways to Make Meeting Active: Surefire Ideas to Engage Your Group*. San Francisco, CA: Jossey-Bass/Pfeiffer, 1999. 322p.

Volume unavailable for examination.

6-075. Snair, Scott. *Stop the Meeting I Want to Get Off*. New York: McGraw-Hill, 2003. 260p.

Managers can use the series of steps described here to replace meetings with more results-oriented and time efficient methods. Email and technology are emphasized along with the questions to ask before scheduling a meeting. Indexed.

6-076. Streibel, Barbara J. *The Manager's Guide to Effective Meetings*. New York: McGraw-Hill, 2003. 187p.

The basic principles and guidelines for effective meetings are provided. Chapters consider tactical issues with tips, jargon definitions, manager checklists, sample agenda, and sample meeting evaluation form. The use of email and teleconferencing is examined. Indexed.

6-077. Timm, Paul R. *How to Hold Successful Meetings: 30 Action Tips for Managing Effective Meetings*. Franklin Lakes, NJ: Career Press, 1997. 93p.

The author presents simple, easily implemented tips for improving meetings. Arranged by topic area, the suggestions are accompanied by forms (e.g. meeting evaluation) and a sample agenda planner. Indexed.

PRESENTATIONS

6-078. Amend, Robert H. and Michael A. Schrader. *Media for Business*. White Plains, NY: Knowledge Industry Publications, 1991. 241p.

Professionals and managers are introduced to types of media and provided with a basic understanding of media presentation production. These are applied to business communication through teleconferences, interactive video, videotape, film, slides, and multi-image presentations. The advantages and disadvantages of media use are discussed. There is a glossary. Not indexed.

6-079. Arredondo, Lani. *How to Present Like a Pro*. New York: McGraw-Hill, 1991. 180p.

This book contains all the information and encouragement one needs to become a skilled and successful presenter. An easy presentation workshop format is used for the basics, with worksheets (e.g. preplanning, outline) and checklists (e.g. presentation). Indexed.

6-080. Arredondo, Lani. *The McGraw-Hill 36-Hour Course: Business Presentations*. New York: McGraw-Hill, 1994. 337p.

Based on seminars taught by the author, the independent study guide assists executives in creating a presentation. There are twelve chapters requiring three hours each and a final exam. Chapters have comprehension checks, sample situations, and key terms. Indexed.

6-081. Asher, Spring and Wicke Chambers. *Wooing and Winning Business: The Foolproof Formula for Making Persuasive Business Presentations*. New York: John Wiley & Sons, 1997. 224p.

The authors show how to present information to an audience using a wooing strategy, confidence, and joy. The quick reference guide to selling ideas and products demonstrates organizing information and giving winning presentations with humor. There are checklists (e.g. seminar, rehearsal), forms (e.g. seminar evaluation), and examples. Indexed.

6-082. Bagueley, Phil and Janet Bateman. *Presenting for Professionals*. London: Teach Yourself, 2003. 203p.

Designed for professionals, this is not a beginners guide to presenting. The authors offer practical tips, insider advice, and know how for those building on basic skills. The route map identifies problems and leads to fixes for topics ranging from graphics and laser pointers to establishing objectives and goals. While there are no sample presentations, there are checklists (e.g. audience need, screen, confirmation, pre-presentation stages). Not indexed.

6-083. Bailey, Edward P., Jr. *A Practical Guide for Business Speaking*. New York: Oxford University Press, 148p.

A practical approach to preparing a presentation is suggested that emphasizes the how rather than the why. The basics are considered with examples, tips, checklists (e.g. speakers, room set up), and models. Indexed.

6-084. Bienvenu, Sherron. *The Presentation Skills Workshop: Helping People Create and Deliver Great Presentations*. New York: AMACOM, 2000. 254p.

The author shows trainers how to prepare a presentation skills course. The book is designed to be both a manual and a guide that follows a specific model. Chapters 5-7 apply the communications model to the preparation of a speech. There are a lot of stories to illustrate and exercises for practice. Both verbal and nonverbal skills are illustrated with worksheets (e.g. presentation outline, presenter credibility, presentation evaluation form), and guidelines (e.g. feedback, visual aid). Indexed.

6-085. Billingham, Jo. *Giving Presentations*. Oxford: Oxford University Press, 2003. 144p.

The entire of process of preparing, rehearsing, and giving a presentation is expressed. There are tips, recommended steps, do's and don'ts, and key points.

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The format utilizes side panels to highlight the key elements. Part B contains checklists for every step in the process with a separate table of contents. Indexed.

6-086. Bird, Malcolm. *The Complete Guide to Business and Sales Presentations*. New York: Van Nostrand Reinhold, 1990. 144p.

Based on educational psychology, three key requirements for effective sales presentations are disclosed. The basics are highlighted in an easy to understand arrangement heavy on graphics, pictures, and bullet points. Indexed.

6-087. Brody, Marjorie. *Speaking Your Way to the Top: Making Powerful Business Presentations*. Boston, MA: Allyn and Bacon, 1998. 170p.

Leads businesspersons step-by-step through planning, preparing, and delivering presentations of all types. The volume incorporates the ten rules of effective business presentations, the twelve steps for effective gesturing, and the six steps to an effective team presentation. Eight types of business presentations are introduced with forms, key steps, and evaluation methods. There are forms (e.g. self-evaluation, presentation feedback) and worksheets (e.g. speech planning worksheet). Not indexed.

6-088. Brown, Alan L. *Power Pitches: How to Produce Winning Presentations Using Charts, Slides, Video and Multimedia*. Chicago, IL: Irwin, 1997. 185p.

The author indicates the ten rules of power pitching. Business people are taught the principles of good business presentations and the opportunity to improve their ability to organize, produce and deliver presentations. There is a visual format checklist. Indexed.

6-089. Buchan, Vivian. *Make Presentations With Confidence*. 2nd ed. Hauppauge, NY: Barton's Educational Series, 1997. 202p.

A three-step plan for acquiring communication skills is contemplated in the revised edition. Topics related to business conferences, sales presentations, and business-related meetings are discussed. Chapters have lots of examples, illustrations, and numbered items such as four ways to stop procrastinating. The volume focuses on what has to do to improve performance rather than on creating a presentation. Indexed.

6-090. Daley, Kevin and Laura Daley-Caravella. *Talk Your Way to the Top*. New York: McGraw-Hill, 2004. 211p.

Executives are given the pathway for success for fifteen speaking situations. Examples, stories, principles, and dos and don'ts are incorporated for each situation. Topics featured include speaking on the spot, being a luncheon speaker, delivering bad news, and presenting up the management chain. Indexed.

6-091. D'Arcy, Jan. *Technically Speaking: Proven Ways to make Your Next Presentation a Success.* New York: AMACOM, 1992. 252p.

Intended for scientific and technical professionals, a system is shown for the oral communication of complex information. The author describes a ten-step approach to making presentations to colleagues and lay audiences. Based on over two hundred interviews, chapters offer key ideas and checklists (e.g. audience analysis, voice analysis, speech site). Indexed.

6-092. Di Sanza, James R. and Nancy J. Legge. *Business and Professional Communication: Plans, Processes, and Performance.* Boston: Allyn and Bacon, 2000. 342p.

The textbook addresses the improvement of oral and written communication skills for a presentation-oriented business and professions course. Chapters are illustrated with exercises, checklists (e.g. speech adaptation) and models (e.g. resume, cover letter, speech outline, technical speech, proposal presentation). There are chapters on risk and crisis communication as well. Indexed.

6-093. Egan, Michael. *Would You Really Rather Die Than Give a Talk?* New York: AMACOM, 1997. 167p.

Using a comic book format, the adventures of a software manager are followed as he pulls together a presentation. The sums-it-up section performs as an index with references to page numbers. Indexed.

6-094. Engel, Peter H. *Business Presentations and Public Speaking.* New York: McGraw-Hill, 1996. 119p.

Difference types of presentations are explained, with answers to the most pressing questions. Chapters feature colorful guides, graphics, checklists, and worksheets. There is a glossary. Indexed.

6-095. Fletcher, Leon. *How to Design and Deliver Speeches.* 8th ed. Boston, MA: Pearson, 2004. 430p.

Three established teaching techniques are combined in seventeen lessons for students. Intending to teach rather than present skills, students are guided through step-by-step instructions to create effective speeches. Chapters have

check-off tip sheets, some evaluation forms, guidelines, examples, tips, and self-tests. Forms are included in Appendix C. Indexed.

6-096. Gaulke, Sue. *101 Ways to Captivate a Business Audience*. New York: AMACOM, 1997. 157p.

Uses quotes, anecdotes, experiences, insights, and other tips to help readers learn and improve presentation skills. Based on the authors' experiences, the book features a list of the over one hundred ways, the ten terrible turnoffs, a fifty nine-minute meeting guide, checklists (e.g. presentation preparation, style), and outline (e.g. persuasive presentation). Indexed.

6-097. Hager, Peter J. and H. J. Scheiber. *Designing and Delivering Scientific, Technical, and Managerial Presentations*. New York: J. Wiley, 1997. 345p.

Volume unavailable for examination.

6-098. Hanson, Garth A., Kaye T. Hanson and Ted D. Stoddard. *Say It Right: A Guide to Effective Oral Presentations*. Chicago, IL: Irwin, 1995. 287p.

Designed for executives and students, the author's present proven techniques for giving oral presentations. A unique planning tool, the FourMat, is used in developing and delivering the presentation. Not indexed.

6-099. Hendricks, William, Micki Holliday, Recie Mobley and Kristy Steinbrecher. *Secrets of Power Presentations*. Franklin Lakes, NJ: Career Press, 1996. 263p.

The tricks that professional speakers use to get focused and energized are characterized with worksheets (e.g. participation, learning preferences), checklists (e.g. training opportunities, presentation), and quizzes (e.g. listening). There are examples, exercises, self-assessment tests, questions for personal development, and other tools. Indexed.

6-100. Holcombe, Marya W. and Judith K. Stein. *Presentations for Decision Makers*. 3rd ed. New York: Van Nostrand Reinhold, 1996. 322p.

Volume unavailable for examination.

6-101. Holcombe, Marya W. and Judith K. Stein. *Presentations for Decision Makers*. 2nd ed. New York: Van Nostrand Reinhold, 1990. 222p.

This work is designed to help business persons develop and deliver spoken presentations on the job. A pragmatic and structured system is combined with advice on delivery, managing discussions, and responding to disruptions. The appendix repeats checklists, guidelines, and worksheets found in the text. Checklists are available for evaluating a presentation, evaluating yourself as a leader, and evaluating yourself as a participant. Indexed.

6-102. Holtz, Herman. *The Executive's Guide to Winning Presentations*. New York: John Wiley & Sons, 1991. 212p.

A practical approach is applied to the preparation and delivery of individual or group presentations, training or seminars. Chapter 16 discusses the use of jokes, epigrams, quotations, and anecdotes. There are checklists (e.g. pre presentation, writing a speech), guidelines (e.g. speech writing, panelist), and forms (e.g. evaluation). Indexed.

6-103. Kline, John A. *Speaking Effectively: Achieving Excellence in Presentations*. Upper Saddle River, NJ: Pearson/Prentice Hall, 2004. 192p.

Written by a professional speaker, the volume has practical examples, individual and group exercises, checklists, and examples. Important concepts and ideas are combined with presentational strategies and skills. A preparation outline and presentation outline are featured. Indexed.

6-104. Krasne, Margo T. *Say It With Confidence: Overcome the Mental Blocks that Keep You from Making Great Presentations and Speeches*. Updated 2nd ed. Bloomington, IN: 1stBooks, 2003. 275p.

Volume unavailable for examination.

6-105. Kroehnert, Gary. *A Handbook for Presentation Skills*. Sydney; New York: McGraw-Hill, 1998. 169p.

To help readers prepare and refine presentations, the book advances an overview of required competencies. Readers are then guided through skill development with a presentation checklist, tips, and a presentation plan. Indexed.

6-106. Leech, Thomas. *How to Prepare, Stage, and Deliver Winning Presentations*. 3rd ed. New York: AMACOM: 2004. 330p.

Professionals are shown how to engage and win any audience and meet the demands of 21st century business. There are tips (e.g. delivery, team

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presentations), guidelines (e.g. visuals, listening), and how to handle arrangements. Indexed.

6-107. Lehman, Carol M. *Creating Dynamic Multimedia Presentations: Using Microsoft PowerPoint*. 2nd ed. Mason, OH: Thomson/South-Western, 2003. 173p.

Volume unavailable for examination.

6-108. Lehman, Carol M. *Creating Dynamic Multimedia Presentations Using Microsoft PowerPoint*. Cincinnati, OH: South-Western College Publishing, 2000. 112p.

Volume unavailable for examination.

6-109. Leigh, Andrew and Michael Maynard. *Perfect Presentation: All You Need to Get It Right the First Time*. Rev. new ed. London, Random House Business, 2003. 104p.

Volume unavailable for examination.

6-110. McGraw, Karen L. *Creating Desktop Presentations that Work*. Englewood Cliffs, NJ: Prentice Hall, 1992. 270p.

Workers can plan, construct, and produce effective presentation materials with the aid of this volume. It delivers tips and guidelines on selection, presentation, graphics, space, and color. The author combines planning techniques with graphics and current desktop publishing technology. There is a glossary, checklist (e.g. presentation design), and tips (e.g. handling questions). Indexed.

6-111. Miller, Anne. *Presentation Jazz*. New York: AMACOM, 1998. 252p.

The author employs a framework or model for presentations. The examples and exercises pertain to sales presentations, but the model has more general applicability. There is a sales presentation checklist. Indexed.

6-112. Nelson, Robert B. and Jennifer B. Wallick. *Making Effective Presentations*. Glenview, IL: Scott, Foresman, 1990. 201p.

Volume unavailable for examination.

6-113. Nelson, Robert B. and Jennifer B. Wallick. *The Presentation Primer*. Burr Ridge, IL; New York: Irwin, 1994. 148p.

The authors show how to develop a presentation in a step-by-step manner as part of a series on basic skills for managers. The volume has forms (e.g. presentation evaluation), checklists (e.g. speaker, impromptu presentations), worksheets (e.g. presentation), speaking inventory, and score sheet. Indexed.

6-114. O’Hair, Dan, Rob Steward and Hannah Rubenstein. *A Speaker’s Guidebook: Text and Reference*. 2nd ed. Boston, MA: Bedford/St. Martin’s, 2004. 560p.

Designed to help students prepare speeches and presentations, there are twelve tab sections. Each is followed by a speakers’ reference page with an executive summary of the section. Chapters contain checklists, guidelines, sample speech outlines, and sample speeches. There is a glossary. Indexed.

6-115. Peoples, David A. *Presentations Plus: David Peoples’ Proven Techniques*. 2nd ed. New York: John Wiley & Sons, 1992. 288p.

The goal here is to help readers achieve effective presentations. The author uses do’s and don’ts, checklists, common mistakes, tips, steps, and evaluation worksheets. Indexed.

6-116. Quattrini, Joseph A. *Successful Business Presentations*. Blue Ridge Summit, PA: TAB Books, 1990. 190p.

Business people can become more effective through better presentations, both formal and informal. Everything needed for a presentation is in part two. Five groups of forms are in chapter twenty along with an evaluation checklist. Indexed.

6-117. Reimold, Charyl and Peter Reimold. *The Short Road to Great Presentations: How to Reach any Audience Through Focused Preparation, Inspired Delivery, and Smart Use of Technology*. Hoboken, NJ: Wiley-Interscience, 2003. 342p.

The authors propose a systematic process for creating a great presentation without the need to rework it. The volume features presentation worksheets, outline, self-assessment, checklist, and tips for speaking. Highlighted topics include moderating conference sessions and handling tough questions. Indexed,

6-118. Richardson, Linda. *Winning Group Sales Presentations*. Homewood, IL: Dow Jones-Irwin, 1990. 202p.

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Structuring, delivering top-notch presentations, organizing groups, and presenting a group sales proposal encompass this volume. There are delivery tips and checklists (e.g. sales presentation, proposal). Indexed.

6-119. Rinke, Wolfe J. *Knock 'em Alive Presentation Skills: How to Make an Effective Presentation for 1 or 1,000*. Clarksville, MD: WolfRinke Associates, 2003. 142p.

Based on the author's many years of experience, a self-directed learning program is presented for developing effective presenters. The program features a needs assessment, self-assessment questions, the ten habits of effective presenters, sample introduction, and a sample room layout. Participants can achieve a certificate by completing the program. Not indexed.

6-120. Snyder, Elayne. *Persuasive Business Speaking*. New York: AMACOM, 1990. 243p.

Volume unavailable for examination.

6-121. Timm, Paul R. *How to Make Winning Presentations: 30 Action Tips for Getting Your Ideas Across with Clarity and Impact*. Franklin Lakes, NJ: Career Press, 1997. 93p.

The author provides thirty action tips for communicating with anyone. The process of creating and delivering a presentation is covered through the action tips. There is a self-inventory. Indexed.

6-122. Vicker, Lauren and Ron Hein. *The Fast Forward MBA in Business Communication*. New York: John Wiley & Sons, 1999. 248p.

This practical guide contains tools needed to improve business writing and presentation skills. The basics of both oral and written communication are explained with a self-diagnostic grammar test. There are tips (e.g. proposals), report characteristics, report structure, and model documents in the appendices (e.g. e-mail, letters, proposals, report). Indexed.

6-123. Woodall, Marian K. *Presentations That Get Results: 14 Reasons Yours May Not*. Lake Oswego, OR: Professional Business Communications, 1997. 150p.

Volume unavailable for examination.

6-124. Worth, Richard. *Creating Corporate Audio-visual Presentations*. New York: Quorum Books, 1991. 196p.

Designed to explain how to work with an AV professional, the planning stages and production steps for presentations are described. There are sample scripts, evaluation forms, a brief glossary, and hints. Indexed.

6-125. Weissman, Jerry. *Presenting to Win: The Art of Telling Your Story*. Harlow; Upper Saddle River, NJ: Financial Times Prentice Hall, 2003. 257p.

The author shares presentation principles and persuasive techniques his clients have used to secure investor financing. Problems are considered with the steps for creating presentation, and examples from real companies. A presentation checklist appears in the appendix. Indexed.

6-126. Westerfield, Jude. *Giving a Presentation*. New York: Silver Lining Books/Barnes & Noble, 2003. 208p.

Originally published in 2002 as *I Have to Give a Presentation, Now What?*, the author walks readers through the process of investigating, researching, writing, and giving a presentation. The very practical orientation features a glossary, tips for moderating a panel, speech outline, seminar checklist, and do's and don'ts (e.g. body language, Q&A). Indexed.

6-127. Yate, Martin and Peter Sander. *Knock 'em Dead Business Presentations*. Avon, MA, Adams Media, 2003. 260p.

A practical approach is communicated for developing and conducting presentations. The book has examples, tips for winning over an audience, and do's and don'ts (e.g. presentation, body language). Indexed.

6-128. Zelazny, Gene. *Say it with Presentations: How to Design and Deliver Successful Business Presentations*. New York: McGraw-Hill, 2000. 154p.

The author suggests insights and practical ideas for designing and delivering a presentation. The last chapter has an outline of the steps in the process. Each step is explained with problems, questions, and answers highlighted. Indexed.

PUBLIC SPEAKING

6-129. Axtell, Roger E. *Do's and Taboos of Public Speaking: How to Get Those Butterflies Flying in Formation*. New York: John Wiley & Sons, 1992. 201p.

The author addresses achieving poise and confidence in public speaking. He provides a road map to finding competence in all types of business

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presentations. There is humor, practical advice, guidance, examples, and the four parts of every business presentation. Indexed.

6-130. Bailey, Edward PL *Writing & Speaking at Work: A Practical Guide for Business Communication*. Upper Saddle River, NJ: Prentice Hall, 1999. 237p.

This textbook focuses on two important skills – writing and speaking. Both are examined through practical advice, examples and exercises. The presentation section explains how to create a presentation using transparencies and with a computer. The written section has some sample documents (e.g. resume, cover letter) and student papers are in an appendix. Indexed.

6-131. Beebe, Steven A. and Susan J. Beebe. *Public Speaking: An Audience-Centered Approach*. 5th ed. Boston, MA: Allyn and Bacon, 2002. 415p.

Volume unavailable for examination.

6-132. Beebe, Steven A., Susan J. Beebe and Diana K. Ivy. *Public Speaking: An Audience-Centered Approach*. 3rd ed. Boston, MA: Allyn and Bacon, 1997. 452p.

Intended as a primary text for a college-level public speaking course, the approach focuses on the importance of the audience in the speechmaking process. Chapters include critical thinking questions, ethical questions, and suggested activities. The third edition offers new material on audience diversity and information technologies with tips (e.g. group presentation), forms (e.g. speech evaluation), outlines (e.g. delivery, preparation), and sample documents (e.g. keynote address, informative speech). Indexed.

6-133. Booher, Dianna. *Executive's Portfolio of Model Speeches for All Occasions*. Englewood Cliffs, NJ: Prentice Hall, 1991. 318p.

The volume contains over one hundred and eighty complete “off the rack” speeches for all business occasions. The models are used to generate an outline and general guidelines. Indexed.

6-134. Brydon, Steven R. and Michael D. Scott. *Between One and Many: The Art and Science of Public Speaking*. Mountain View, CA: Mayfield Publishing Company, 1994. 499p.

This textbook is designed to encourage students to think about public speaking and empowering an audience. Chapter 7 is devoted to listening skills. There are

model outlines scattered in chapters and sample speeches in the appendices. Indexed.

6-135. Engleberg, Isa and Ann Raimes. *Pocket Key for Speakers*. Boston, MA: Houghton Mifflin, 2004. 324p.

The handbook proffers seven basic principles of effective speaking while focusing on presentational speaking. Arranged in two color-coded parts, the first section stresses speaking strategies for presentations while the other concentrates on writing strategies and skills. There are key points, guidelines, three glossaries, and models (e.g. persuasive presentation, informative presentation outline). Indexed.

6-136. German, Kathleen, Bruce E. Gronbeck, Douglas Ehninger, and Alan H. Monroe. *Principles of Public Speaking*. 15th ed. Boston, MA: Pearson, 2004. 316p.

The fundamental principles are expressed with practical advice on speaking effectively in a diverse society. Chapters in this textbook supply key terms, assessment activities, and using the web. There are sample outlines and speeches along with a list of the boxed features and a speech evaluation form. Indexed.

6-137. Grice, George L., and John F. Skinner. *Mastering Public Speaking*. 5th ed. Boston, MA: Pearson, 2004. 475p.

The authors show students the how's and whys of public speaking. There are sample speeches, exercises, and guidelines. Among the numerous model speeches are annotated ones. Indexed.

6-138. Heller, Richard. *High Impact Speeches: How to Create and Deliver Words That Move Minds*. London: Prentice Hall Business, 2003. 191p.

Words that make an impact are the goal here. Readers are shown how to plan, organize, write, and deliver speeches. The author provides methods, tools, techniques, and advice. The appendix contains well-known speeches with commentary. Indexed.

6-139. Jaffe, Clella I. *Public Speaking: A Cultural Perspective*. Belmont, CA: Wadsworth Publishing, 1995. 446p.

Students are assisted in developing a more global orientation to effective public speaking in this textbook. The author believes that public speaking and culture are intertwined. The discussion examines speaking in organizations for introductions, farewells, announcements, award presentations, acceptance

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speeches, nominations, and commemorative speeches. There are outlines and model student speeches. Indexed.

6-140. Kurtz, Patricia L. *The Global Speaker: An English Speaker's Guide to Making Presentations Around the World*. New York: AMACOM, 1995. 150p.

The concise guide considers techniques for English speakers whose audiences are composed of English-as-a-second-language listeners. Principles to be practiced are combined with advice and examples. Suggestions are in the form of rules or guidelines that place the speaker in the role of the audience. Indexed.

6-141. Leeds, Dorothy. *PowerSpeak: Engage, Inspire, and Stimulate Your Audience*. Franklin Lakes, NJ: Career Press, 2003. 286p.

Volume unavailable for examination.

6-142. Metcalfe, Sheldon. *Building a Speech*. 5th ed. Belmont, CA; London: Wadsworth, 2003. 432p.

Volume unavailable for examination.

6-143. Nelson, Paul E. and Judy C. Pearson. *Confidence in Public Speaking*. 4th ed. Dubuque, IA: Wm. C. Brown Publishers, 1990. 343p.

The authors carefully blend traditional rhetoric with social science research to teach public speaking skills, although listening is covered in chapter 2. There are many examples of informative and persuasive speeches. Chapters include vocabulary lists and checklists (e.g. informative speech, persuasive speech, topic appropriateness). Indexed.

6-144. O'Connor, J. Regis. *High-Impact Public Speaking for Business and the Professions*. Lincolnwood, IL: NTC Publishing, 1997. 178p.

Executives are taken through the speech preparation process. While introducing the various types of speeches, such topics as overcoming fears, preparing speeches, and giving different kinds of speeches (e.g. information, persuasive, keynote, eulogies) are disclosed. There are sample speeches. Indexed.

6-145. Osborne, John W. *Talking Your Way to the Top*. San Marcos, CA: Avant Books, 1990. 88p.

Volume unavailable for examination.

6-146. Quick, John. *Dog and Pony Shows*. New York: McGraw-Hill, 1992. 210p.

This work is designed to help professionals get what they want and can serve as a resource on planning a presentation. The first 10 chapters involve the ten components of success with guidance, tips, forms (e.g. presentation evaluation), planning sheets (e.g. presentation planning) and checklists (e.g. graphic design, presentation room). Indexed.

6-147. Samovar, Larry A. *Oral Communication: Speaking Across Cultures*. 11th ed. Los Angeles, CA: Roxbury Publishing, 2000. 508p.

Volume unavailable for examination.

6-148. Sellnow, Deanna D. *Public Speaking: A Process Approach*. Media ed. Belmont, CA: Thomson/Wadsworth, 2003. 498p.

Students are exposed to the important concepts of public speaking in this textbook, followed by the process of applying them to speaking activities. Strategically arranged, the book features guidelines (e.g. effective informative speaking), outlines (e.g. persuasive speech, preparation outline), a glossary, a speechmaker CD-ROM, forms (e.g. evaluation of group presentations), and sample speeches. Indexed.

6-149. Yoder, Donald, Lawrence Hugenberg and Samuel Wallace. *Creating Competent Communication*. Madison, WI: WCB Brown & Benchmark Publishers, 1993. 478p.

A textbook for a communications course, the authors combine theoretical understanding of communication with pragmatic applications of communication skills. Chapters have detailed outlines expanding on the table of contents, exercises, and a glossary of terms. The authors assume that all face-to-face communication contexts are composed of the same characteristics, require similar skills, and involve the same processes and principles. There are model outlines and speeches (e.g. informative, persuasive) in the appendices. Indexed.

REFERENCE CHECKING

6-150. Andler, Edward C. *The Complete Reference Checking Handbook: Smart, Fast, Legal Ways to Check out Job Applicants*. New York: AMACOM, 1998. 230p.

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To ensure that the best applicants are hired, practical methods for conducting background checks are identified. This is not a book on personnel theory or legal interpretations, but rather a way to avoid major hiring mistakes. There are sample interview questions, checklists (e.g. business reference, personal reference, customer reference, hourly employee reference) and model documents (e.g. long report, summary report, memo report). Indexed.

6-151. Allen, Jeffrey G. *The Perfect Job Reference*. New York: John Wiley & Sons, 1990. 192p.

This authoritative book focuses on how to obtain professional and personal references. There are instructions for establishing and maintaining a reference network, model documents (e.g. reference summary, reference letter, follow-up letters) and a question list for professional references. Indexed.

SPEAKING

6-152. Becker, Dennis and Paula B. Becker. *Speaking Skills for Business Careers*. Homewood, IL: Richard D. Irwin, 1993. 147p.

Practical guidance on building speaking confidence are depicted.. Based on the experiences of business professionals, ten skills are highlighted. The explanations and examples are geared towards business settings with examples, techniques, and practice exercises. Indexed.

6-153. Booher, Dianna. *Communicate With Confidence!* New York: McGraw-Hill, 1994. 413p.

The aim here is to teach business people how to give and accept praise and criticism. Both one-to-one and team communication are examined with over one thousand tips on ways to improve communication. Some topics covered are listening, meetings, apologizing, and giving instructions. Not indexed.

6-154. DeVito, Joseph A. *The Elements of Public Speaking*. 7th ed. New York: Longman, 2000. 579p.

In this comprehensive treatment of public speaking skills, chapters are devoted to listening, outlining speeches, different kinds of speeches, and effective delivery. Major themes illustrated are technology, listening, ethics, culture, critical thinking and criticism. Along with unit questions and exercises, there are speeches for analysis, tips, and examples. Indexed.

6-155. Genua, Robert L. *Managing Your Mouth*. New York: AMACOM, 1992. 180p.

A prescription for mastering the aspects of one-on-one communication is offered. Oral communication skills are emphasized in learning to deal with controversy, gossip, grapevines, proprietary information, meetings, and job interviews. Special features include a framework for assessment and discussion of meeting behavior. Indexed.

6-156. Harkins, Phil. *Powerful Conversations: How High-Impact Leaders Communicate*. New York: McGraw-Hill, 1999. 192p.

Intended for those who wish to master powerful conversation technology, the guidelines and stories related are based on the author's understanding of leadership. He suggests tools, measurements, example, and templates for analyzing and improving conversational style. Indexed.

6-157. Koch, Arthur. *Speaking With a Purpose*. 6th ed. Boston, MA: Pearson, 2004. 176p.

The author delivers practical advice and hands-on experience for students needing to become effective speakers. Intentionally brief, the book stresses the purpose and audience response, with guidelines, pitfalls, exercises and speech assignments. There are sample speeches, outlines, and an audience analysis form. Indexed.

6-158. Lucas, Stephen. *The Art of Public Speaking*. 8th ed. Boston, MA: McGraw Hill, 2004. 500p.

Volume unavailable for examination.

6-159. Lucas, Stephen E. *The Art of Public Speaking*. 7th ed. Boston, MA: McGraw Hill, 2001. 474p.

To help students become capable speakers and thinkers, this textbook presents the preparation process, presentation strategies, and public speaking situations. Special features include a glossary, speech outline, and numerous sample speeches with commentary. Chapters have tips, summary, review questions, and exercises. Indexed.

6-160. Munter, Mary. *Guide to Managerial Communication: Effective Business Writing and Speaking*. 6th ed. Upper Saddle River, NJ: Prentice Hall, 2003. 198p.

Volume unavailable for examination.

6-161. Munter, Mary. *Guide to Managerial Communication: Effective Business Writing and Speaking*. 4th ed. Upper Saddle River, NJ: Prentice Hall, 1997. 203p.

The author shows how to communicate more purposefully, appropriately, and believably. Chapters consider strategies and techniques for verbal and nonverbal (e.g. listening) skills. The book concentrates on skill development with examples and checklists (e.g. strategy, writing, speaking). Indexed.

6-162. Robbins, Harvey A. *How to Speak and Listen Effectively*. New York: AMACOM, 1992. 80p.

A practical approach to the communication process for teams is described. Six workplace scenarios are presented with guidelines for handling them. There is a self- evaluation form and exercises. Not indexed.

6-163. *Talking and Listening*. Chicago, IL: The Institute of Financial Education, 1990. 229p.

This book is intended to help employees in financial institutions improve their effectiveness as communicators. Communicating effectively on a professional level with co-workers, subordinates, managers and customers is stressed. Chapters provide objectives, summaries, and questions with illustrations and examples drawn from business. Chapters cover listening and small group communication. Indexed.

TELEPHONE SKILLS

6-164. Griffin, Jack. *Lifetime Guide to Business Writing and Speaking*. Englewood Cliffs, NJ: Prentice Hall, 1996. 593p.

This compilation addresses letters, memos, business forms, fax & email, telephone, interviewing, and speeches. There are guidelines, tips (e.g. listening), checklists (e.g. letters, memos), sample interview questions, and model documents (e.g. letters, resume, memo). Part five discusses telephone etiquette and handling problem customers. Not indexed.

6-165. Walker, Lin. *Telephone Techniques*. New York: AMACOM, 1998. 95p.

The impact of voice and telephone manner on building a business is examined. The author offers self-assessments, ideas, checklists, and the six steps to dealing with complaints. The book shows how to put a plan together to develop skills by using simple formats. Indexed.

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