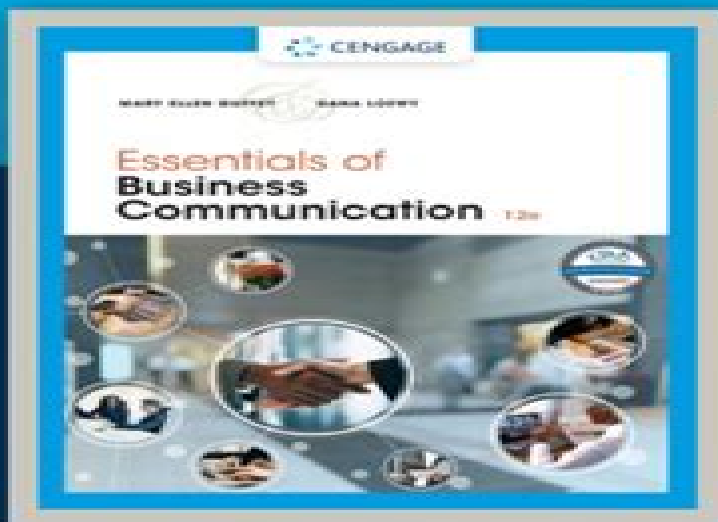




Chapter 2

Planning Business Messages

Learning Objectives

By the end of this chapter you should be able to:

- 2-1 List the steps in the communication process.
- 2-2 Describe the goals of business writers and three phases of the writing process.
- 2-3 Identify the intended purpose and audience of a message to select the best communication channel.
- 2-4 Discuss expert writing techniques that improve business messages.
- 2-5 Apply writing techniques that improve the tone, clarity, and effectiveness of a message.

Solution Chapter 2 Planning Business Message

Courtland L. Bovée, John V. Thill



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