

The tips and
information which
makes it



The chapter selected for the purpose of summarizing the overview and adoption of the book is “ Achieving Success through Effective Business Communication”. The chapter is an excerpt from the book Business Communication Today written by the author Courtland L. Bovee and John V Thrill. The chapter introduces some of the most important concepts of communication that can considerably provide opportunities for development in businesses. This Chapter is superbly written, brief, and has a tough academic foundation. The author had used variant sources while writing this chapter. The author of this book has mentioned contents including different forms of communications such as communicating in office, remote communication, communicating about products and services, communicating with customer, and etc (Bovee & Thill, 2009).

The main content of this book is the process of communication which includes six steps and they are; sender has a source, sender encodes the idea, sender transmit the message, receiver gets the message, receiver decodes the message, and in the end receiver sends the feed back. The authors had affirmed the use of effective communication for the introduction of business services and products. Effective communication presents practical information. It give facts to a certain extend than imitation. It also states strict responsibility, convinces others and gives proposals (Bovee & Thill, 2009).

The authors Courtland L. Bovee and John Thrill have stated communication along with its types. Types of communication are categorized in internal communication and external communication. Basically internal communication includes formal channels in which communication reflects on

company's information, or in other words it's a major content through which different kind of information exchange within the company or organization. On the other hands external communication is a process which connects an organization to the outer world.

Marketing, public relations are done under this content (Bovee & Thill, 2009). Further in the chapter, Courtland L. Bovee and John Thrill explained about the communication barriers. Communication barriers are another main content in this chapter by which it is clear that barriers are made while communicating. There are perception and language differences, restrictive environments, distraction, deception tactics, and information overload. In this chapter author has also stated the tips to overcome these communication barriers, these guidelines have been used by numbers of business men (Bovee & Thill, 2009). So the main contents of this chapter carry great tips and information which makes it brilliant. It is a book full of instructions to learn how to communicate better.

The organization of the chapter had been by the author on the basis of significance of concepts. The chapter beholds the process of information at the first place. Following the elaboration pattern, the chapter describes how the process of communication is lead. Courtland had organized all the elaborating on concept at the first place and then following the division of types and categories (Bovee & Thill, 2009).

The organization of content then includes some of the issues which are coming ways of business. The methods have also been introduced between the lines of the chapter that are helpful for business executives. The authors

had also included some of the issues which are most observed in terms of communication. Errors in communication that could be most problematic in business dealings have also been addressed in this chapter. The errors include communication factors as well as semantic and environmental factors. There are some other aspects which are associated with the communication in corporate business world. Such concepts include decision-making, productivity ratio etc.

which are directly related to the communication process (Bovee & Thill, 2009). It is expected that the business executives should also comply decision making and other corporate factors which are most important and required for effective communication. The tone used in the elaboration of communication process is very practical and does not exaggerate or overdo concepts. Other researches and books which had been so far conducted on the topic of business communication overdo subject and include issues which are not at all practical and eligible for corporate business use as a reference (Bovee & Thill, 2009). The chapter could be very effective and helpful for business schools and institutions where communication patterns are practically employed and learned. The training workshops could also employ the chapter to create theoretical based activities for better understanding.

There are many books which have been written in the same area of interest but this chapter which is an excerpt from the book Business Communication Today is a very interesting and easy to understand material regarding communication interest. It is suggested that business schools and institution must make use of the book especially due to the chapter Achieving Success through Effective Communication. In the contemporary world of corporate

dealings and globalization, it is most important that relationships are built on the basis of communication.

Successful business executives understand and consider communication as the most important aspect of business world. This chapter can be used as a reference for clientage dealing as well as workplace environment to stay in touch with the effective elaboration on communication. I would recommend the use of chapter in publishing companies and databases for business communication research. The research could be adopted to achieve success through effective business communication.

Reference List

Bovee, C., & Thill, J. (2009).

Business Communication Today. Chicago: Prentice Hall.