

Summary

[Business](#)



Here Here Here Here Chapter 5 Summary This chapter in Kelly and McGowens book focuses on the importance of communication in the successful execution of business endeavors. Inadequate communications result in major problems including misunderstandings, the neglect of important information, and presenting the image of amateurism that can severely damage reputation in extreme circumstances. Accordingly, the importance of maintaining a high level of skill in many aspects of the communication process cannot be understated.

The chapter describes key elements of non-verbal communication, such as the immense impact of body language. These forms of relaying information are often understated and even ignored, though they certainly have a major influence on the eventual interpretation of the message as a whole. In addition to non-verbal cues, many forms of communication are presented so that they may be compared and contrasted by the reader. Some examples include the written word, typed communications, and several aspects of vocal communication.

Chapter 5 provides information that will help businesses conduct communications in an efficient and professional manner. The importance of e-mails, memos, visual, and verbal presentations cannot be understated in modern organizational operations, and this chapter covers many of the tools that help to achieve the high standard of communication that is required to be successful.

Work Cited

Kelly, Marcella, and Jim McGowen. Busn (5th ed.). South-Western Pub, 2013.