

BOOK REVIEW

BOOK TITLE

Business Communication: Achieving Results 1st Edition @2013 by Lori Harvill Moore & Bookboon.com, ISBN 978-87-403-0433-6

REVIEWED BY

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BACKGROUND INFORMATION ABOUT THE AUTHOR

Author, Lori Harvill Moore is from Sacramento, California, United States, achieved her degree in communication from Arizona State University, Tempe. She left her full-time job to indulge her interests in social science, and particularly in organizational communication. Now she is dedicating her time to writing, researching, learning, and sharing what she discovers as this process unfolds.

SUMMARY OF THE BOOK

In this book, Lori Harvill Moore explored the contribution of major theorists and thinker in the subjects of semantics, language & linguistics and how all these elements can be implicated in real communication for business purpose. Moore emphasized and tried to build a healthy relationship among some traditional theories such as “Chomsky’s

Contribution”, “S.I Hayakawa’s Contribution” & “Shannon-Weaver Model”.

Changing is the only permanent thing in the World and of course in business also. Changes won’t affect the company if they design the initial communication correctly and follow it rigorously and at the same time ends it depends on the employees' capability to adapt the changing. Moore concerned that the company structure is not a big deal whether it is hierarchical or horizontal. The thing is all about communication whether verbal or written it should be dynamic and based on the collective experience.

Moore believes that the path of business communication is not very easy, but if you know the technique, it will be appreciable. For example, if any presenter says- “I am expert” directly or tries to show this through body language, the audience won’t feel free to seek clarification of the materials. But if in the same situation the presenter talks like this way- “I have the knowledge to share”. It means that the presenter invites feedback and a lively idea exchange. So the way of using words is the crucial part for business communication.

The author focused on the contribution of Noam Chomsky, and it is based on universal grammar. S.I. Hayakawa, a semanticist who developed the relation between language and behaviour. Moore told that effective communication shouldn’t necessarily be free of abstraction but need to use the conjunction with descriptive language to explain the complex phrases.

The most common communication errors were witnessed by Moore when she worked in various industries. It is realized that within the

company employees should have internal communication to share information to achieve the standard outcome.

External communication links with audience & public. So, the company has some challenges here, and the most sensitive sector is marketing because a miscommunication from marketing department can ruin the business. She devoted the rest part of the book to the actionable recommendations in the sake of optimizing the positive outcomes in both internal and external in Business. Basically, this book contains five sections, titled:

1. From Sumer to Social Media.
2. Understanding Semantic Noise.
3. Internal Communication.
4. External Communication.
5. Putting it all Together.

EVALUATION OF THE BOOK

From the very beginning, Moore compared the old communication media to the modern system which can help the civilized society to track their communication skills. In the 1st part of the book, she emphasized that there are many kinds of available information, but the concern is to pick up the closest suitable information for the business purpose. She started by explaining one model which is called as "Shannon-Weaver Model" where the creator described and linked between communication process and information source. Now the question is how the interpersonal communication skill can be applied to the business situation for achieving the target result. She discussed the modernized technology as well.

In the 2nd section, Moore focused on semantics that means the study of meaning in language, and it also analyses the symbols and logic in language. Effective communication depends on senders & receivers sharing the same purpose. For the advanced technology, we are getting new words that can standardize the whole communication system. For example, "Interface" can be used to mean "Communication".

In the 3rd part, she talks about internal communication in which she addresses communication in project teams, how confident leader might dominate the decisions due to the indifferent attitude of others. She then discusses factors affecting the group performance such as structure, size, personalities and members' behaviour. The emphasis is made on advantages of the project-driven collaboration in which group leader collaborates with the team, and team members focus on the project objective instead of the individual member and feedback mechanism & participation that is essential for success. She talks about choosing various channels for communication such as power point, email and email with editable attachments.

In the 4th part, she talked about external communication. A company communicates with the public through its marketing, governmental relations, and community involvement programs. In marketing communication, there should be an actionable plan and that kind of information the group can coordinate such as press release, publications online, posting the message in the social media, blog, articles, email and camping.

Moore also mentioned that as the environmental impact of the company increases so does the community outreach. Finally, in the last sections, she summarizes by telling about business writing, emails, minutes, instructions, report, and practical speaking skills. It reveals how the

importance of all these things and how it leads the business communication to a successful outcome.

CONCLUSION

Communication, by defining is a process by which information is exchanged for the purpose of achieving a shared understanding. Business communication is a unique part of the general discussion. It is the sharing of information between people within and outside the organization that is performed for the commercial benefit of the team. Business cannot be run even a single day without communication. In an organization, the principal concern is to pass the proper meaning rather than the framework or else all agenda will be wasted. Human brain gets lots of sounds & semantics, but it depends on the individual's style to pick the meaning. It is suggested that emotionally loaded words and phrases should be avoided in the business context because emotional or judgmental language can block communication. This book also delineates some benefited tips for a successful result in the field of business. So in a word, one can blindly say that Lori Harvill Moore creates an up to date model for companies to achieve the targeted outcome and it is a perfect masterpiece for this challenging time.