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the association for business communication was founded in 1978 and has grown to be the largest professional organization of business communication educators. by providing a forum for the exchange of ideas, technology, and research, the association serves to foster the professional growth of its members. the association for business communication also publishes business communication quarterly and business communication review. these peer-reviewed journals are published quarterly, are fully refereed, and provide a forum for the publication of new research, theory, and practice in business communication. dietrich loewy, a former microsoft software executive, is an assistant professor of business communication at california state university, fullerton. her research examines learning to communicate in organizations and in the workplace. she has been a guest lecturer at more than a dozen business schools, and is a frequent contributor of articles and chapters to academic and industry journals. a widely published author, dr. loewy has published three books including business communication: process and product, which she wrote with her husband, david. she is also an editor of the association for business communication's journal business communication quarterly. sally griffin's research interests

include business writing, business research methods, and organizational behavior. she is a consultant to business communication programs and a senior editor of business communication quarterly. she has been a guest lecturer at several business schools, including the university of california, irvine, los angeles pierce college, and simon fraser university. she has published numerous articles on organizational behavior and communication. for three years, she served as a member of the editorial board for business communication review. she has also served as a member of the acbc standing committee on writing and editing.

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effective business communication is no longer an optional extra. it's the key to business success and growth. these days everyone's a stakeholder: managers, employees, customers, and prospects are all involved in the way your business is run, and what they say and do will determine how you're perceived. your business communication needs to be as transparent as the work you do, with the same care and attention to detail. the concepts in this book will provide you with the tools to lead your organization's transformation. this book's a must for any business leader who wants to deliver effective and efficient business communication to the rest of their team. with the rise of smartphones and tablet devices, the need for effective business communication is more important than ever. clear and transparent business communication empowers teams, employees, managers, and executives to perform their jobs and fulfill their responsibilities. without the right processes and tools in place, the flow of information is interrupted and people are left in the dark. this can lead to serious consequences for the company, from unsatisfied employees and customers to lost profits. the rational, practical approach described offers middle market business managers a toolkit for formulating strategies that can be implemented for bridging the gap between aspirations and real performance. the article outlines a straightforward process, providing hands on guidelines for optimizing performance, and galvanizing the management team. the author is the founder of the association for business communication, a non-profit organization of professionals

who teach and research on business communication. she was one of the first to establish a graduate program in business communication at the university of southern california. she has written and lectured widely on business communication. her articles have been published in journals such as business communication quarterly, business communication review, and business communication review. in addition, she has written the textbook, business communication: process and product. she has served as an editorial board member of the journal business communication review, and as a board member of the association for business communication.

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