



Meyer: Communicating for Results 3e P

Carolyn Margaret Meyer

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Communicating for Results: A Canadian Student's Guide is an indigenous, core text designed to serve students studying business and professional communications at both the university and college levels. Author Carolyn Meyer acknowledges the challenges of today's demanding work environments and provides practical, classroom-tested instruction for communicating successfully—that is, for getting noticed and getting results. The text, praised for being exceptionally well written and logically organized, covers not only the principles of grammar and rhetoric but also the persuasive strategies required for being an effective writer and public speaker. Meyer's hands-on, skills-based approach uses models and samples, workshops, discussion forums, quick-reference guides, and checklists to guide students through the writing process and help them develop confidence. Coverage of changing trends in the workplace, trends in communication research, cultural differences in communication techniques, Web 3.0 technologies, and privacy strategies and safeguarding personal and sensitive information ensures students are well-equipped to compete in the globalized workplace. This third edition offers a thoroughly revised introductory chapter examining communication in the new economy and also includes a new chapter on social media and networking, introducing students to key social media tools and discussing the most effective ways for businesses to use these tools to promote their products and services, reach out to customers, and keep on top of market trends. As well, the chapter-end activities sections have been updated to replace outdated links and ensure content is fresh and contemporary.

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