

# Essentials of Business Communication

## CHAPTER 2: PLANNING BUSINESS MESSAGES

### Objectives

- Understand 5 steps in communication process
- Understand the goals of business writing
- Analyze the purpose of messages and select the best communication channel
- Understand writing techniques
- Develop additional expert writing techniques



### The Communication Process



# Essentials Of Business Communication Chapter 2

## Answer

**Dave Hendricksen**



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