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6 Part I Understanding the Foundations of Business Communication External communication flows into and out of the organization by both formal means (carefully prepared letters, announcements, and so on) and informal means (meeting potential sales contacts at industry gatherings or networking at social events).

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Business Communication for Success (BCS) provides a comprehensive, integrated approach to the study and application of written and oral business communication to serve both student and professor.

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Excellence in Business Communication, Fifth Edition, contains four appendixes: Appendix A, "Format and Layout of Business Documents," discusses in one convenient place the formatting for all types of documents. Appendix B, "Documentation of Report Sources," gives basic guidelines for handling reference citations, bibliographies, and source notes.

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