



Communication Skills for Business Professionals

By Phillip Cenere, Robert Gill, Celeste Lawson, Michael Lewis

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Communication Skills for Business Professionals is a student-friendly introduction to the principles and practice of effective communication in the workplace. Engagingly written and full of real-life examples, it explains the key theories underpinning communication strategies and encourages students to consider how to apply them in a contemporary business environment. After working through foundation topics such as understanding the audience, persuasion and influence, negotiation and conflict management, and intercultural complexities, students will explore the various modes and contexts of workplace communication including meetings, oral communication, written reports and correspondence. The text incorporates discussion of new digital technologies such as virtual real-time communication, and dedicates an entire chapter to the specific considerations involved in writing for the web. With its emphasis on Australian contexts and examples, Communication Skills for Business Professionals is an excellent introduction to the world of professional communication.

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Editorial Review

About the Author

Phillip Cenere is Associate Dean, Honours Coordinator and Senior Lecturer and Course Coordinator (Public Relations) at Notre Dame University, School of Business. Phillip previously worked as a features journalist and critic for multimedia and trade publications and taught across a range of business and communication subjects at The University of Wollongong, Macquarie University and The University of Technology, Sydney. Phillip is Managing Director of Engines of Success, a consultancy venture providing business and communications coaching. He advises senior executives on corporate governance and stakeholder engagement and serves as a director on boards and committees. He is a Member of the Public Relations Institute of Australia.

Rob Gill's experience draws from a background of public affairs, communications and education. Before taking up his teaching role at Swinburne University, Victoria, in November 2007, Rob had spent ten years working in communications and public relations roles for corporations, state government public service and private enterprise. Prior to this, Rob spent fifteen years in secondary and primary education, including seven years teaching internationally. Rob is part of the Public Relations (PR) academic team responsible for PR majors offered through the Bachelor of Social Science, Bachelor of Communications and the Bachelor of Business degrees.

After completing a Bachelor's degree in journalism, Celeste completed her cadetship at a regional newspaper. She then joined the Queensland Police Service and served as a police officer for 14 years. She completed a Masters of Professional Communication in 2000 and began lecturing part time in journalism, public relations and professional communication, in addition to police work. Celeste became a full time academic in 2011 at Central Queensland University. This move allowed Celeste to complete her Ph.D. studies in the field of community policing and communication. Her research interests include organisational communication, organisational culture and policing history. In 2012, she was voted by the students as one of the University's best lecturers, receiving a Student Voice Award. Celeste is a member of the Public Relations Institute of Australia.

Before moving to academia, Michael Lewis spent twenty-five years in the computer industry, in a variety of technical, support, and management positions. He then ran his own consultancy in business communication for ten years, joining Macquarie University in 2001, initially to teach business communication and academic writing; he also lectured in theoretical linguistics, and was convenor of Macquarie's postgraduate programs in editing and publishing, before retiring at the end of 2013. His doctoral research project was an exploration of persuasion strategies in letters of complaint, and responses, in the computer industry. He served several terms in the positions of President and Secretary of the Australian Society for Technical Communication (NSW), and President and Vice President of the Society of Editors (NSW); he also served as a director of Australia's Institute of Professional Editors. He remains a Professional Member of the Society of Editors (NSW) and is a Life Member of the Australian Systemic-Functional Linguistics Association.

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