Business Communication Resource Reading List

Readings related to business writing best practices

- APA (2019). *Publication Manual of the APA (7th ed.).* Washington, DC: American Psychology Association
- Davey, L. (Oct. 5, 2016). Stop trying to sound smart when you're writing. *Harvard Business Review.* https://hbr.org/2016/10/stop-trying-to-sound-smart-when-youre-writing
- Fogarty, M. (July 22, 2015). A quick guide to avoiding common writing errors. *Harvard Business Review.* https://hbr.org/2015/07/a-quick-guide-to-avoiding-common-writing-errors
- Franklin-Covey. (2012). *Franklin Covey Style Guide for Business and Technical Communication,* (5th ed.). Franklin Covey.
- Garner, B. (2013). *HBR Guide to Better Business Writing.* Boston: Harvard Business Review Press.
- Kleinman, S. (2002). Why sexist language matters. *Qualitative Sociology, 25*(2), 299 – 304
- May, C., & May, G. (2014). *Effective Writing: A Handbook for Accountants (10th ed.).* Upper Saddle River, NJ: Prentice Hall
- Williams, J. & Bizup, J. (2016). *Style: Lessons in Clarity and Grace.* New York: Pearson

Video/Audio Resources:

- The Comma Queen: Mad Dash http://www.newyorker.com/culture/culture-desk/comma-queen-mad-dash
- Nunberg, G. (2019). "Opinion: Even a grammar geezer like me can get used to gender neutral pronouns." NPR. Transcript available at https://www.npr.org/2019/08/06/744121321/even-a-grammar-geezer-like-me-can-get-used-to-gender-neutral-pronouns

Readings related to developing accessible messages and effective visual aids

- Berinato, S. (2016). *Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations.* Boston: Harvard Business Review Press
- Few, S. (2012). *Show Me the Numbers: Designing Tables and Graphs to Enlighten.* Burlingame, CA: Analytics Press
- Gabrielle, B. (2010). *Speaking PowerPoint: The New Language of Business.* Insight Publishing
- Knaflic, C. (2015). *Storytelling with Data: A Data Visualization Guide for Business Professionals.* Hoboken, NJ: Wiley & Sons
- Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design.* Beverly, MA: Rockport Publishers
- Moon, J. (2008). *How to Make an Impact: Influence, Inform, and Impress with Your Reports, Presentations, and Business Documents.* New York: Prentice Hall Financial Times
- Wong, D. (2010). *The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures.* New York: Norton & Company

Readings related to visual rhetoric and slide design best practices

- Berinato, S. (2016). *Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations.* Boston: Harvard Business Review.
- Few, S. (2012). *Show Me the Numbers: Designing Tables and Graphs to Enlighten.* Burlingame, CA: Analytics Press.
- Gabrielle, B. (2010). *Speaking PowerPoint: The New Language of Business.* Insight Publishing.

- Knaflic, C. (2015). *Storytelling with Data: A Data Visualization Guide for Business Professionals.* Hoboken, NJ: Wiley & Sons
- Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design.* Beverly, MA: Rockport Publishers
- Moon, J. (2008). *How to Make an Impact: Influence, Inform, and Impress with Your Reports, Presentations, and Business Documents.* New York: Prentice Hall Financial Times
- Reynolds, G. (2013). *Presentation Zen: A simple visual approach to presenting in today's world* San Francisco: New Riders
- Tufte, E. (2001). *The visual display of quantitative information.* Cheshire, CT: Graphics Press
- Wong, D. (2010). *The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures.* New York: Norton & Company

Readings related to presentation structure and content best practices
- Duarte, N. (2010). *HBR Guide to Persuasive Presentations.* Boston: Harvard Business Review
- Duhigg, C. (2014). *Power of Habit: Why We do What We Do in Life and Business.* New York: Random House
- Gallo, C. (2010). *The Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience.* New York: McGraw-Hill
- Klingberg, T. (2008). *The Overflowing Brain: Information Overload and the Limits of Working Memory.* New York: Oxford University Press
- Levitin, D. (2015). *The Organized Mind: Thinking Straight in the Age of Information Overload.* New York: Penguin Random House
- Miller, G. (1956). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological Review, 63*(2), 81—97
- Minto, B. (2009). *The Pyramid Principle: Logic in Writing and Thinking, 3rd Ed.* Upper Saddle River, N.J: Financial Times Prentice Hall
- Thaler, R. & Sunstein, C. (2009) *Nudge: Improving Decisions About Health, Wealth, and Happiness.* New York: Penguin Group

Video Resource:
- Dan Heath on Decision Making ([https://www.youtube.com/watch?v=w3ERwDofJsY)](https://www.youtube.com/watch?v=w3ERwDofJsY) Listen particularly for Dan's use of both story and data to support his main points

Readings related to incorporating persuasion into business presentations
- Best, J. (2012). *Damned Lies and Statistics: Untangling Numbers from the Media, Politicians, and Activists.* Los Angeles: University of California Press
- Conger, J. (1998). The necessary art of persuasion. *Harvard Business Review,* May-June Issue
- Duarte, N. (2010). *HBR Guide to Persuasive Presentations.* Boston: Harvard Business Review
- Duarte, N. (2010). *Reasonate.* Hoboken: John Wiley & Sons
- Duarte, N. (December 12, 2018). How to get others to adopt your recommendation. *MIT Sloan Management Review.* Available at https://sloanreview.mit.edu/article/how-to-get-others-to-adopt-your-recommendation/?fbclid=IwAR0iPpR0WFb-0bhv61yU8tkzzeUSb65Dvz54d_UOi5a5xEXyOkndb3_3VLQ
- Heath, C. & Heath, D. (2008). *Made to Stick: Why Some Ideas Survive and Others Die.* New York: Random House

- Pink, D. (2009). *Drive: The Surprising Truth About What Motivates Us*. New York: Riverhead Books
- Weissman, J. (2005). *In the Line of Fire: How to Handle Tough Questions…When It Counts.* Upper Saddle River, NJ: Prentice Hall

Readings related to business presenting/executive presence best practices
- Abrahams, M. (2016). *Speaking Up Without Freaking Out: 50 Techniques for Confident and Compelling Presenting, (3rd ed.).* Dubuque, IA: Kendall Hunt Publishing
- Cuddy, A. (2015). *Presence: Bringing Your Boldest Self to Your Biggest Challenges.* New York: Back Bay Books (Little, Brown & Company)
- Duarte, N. (2010). *HBR Guide to Persuasive Presentations.* Boston: Harvard Business Review Press
- Duhigg, C. (2014). *Power of Habit: Why We do What We Do in Life and Business.* New York: Random House
- Foer, J. (2011). *Moonwalking with Einstein: The Art and Science of Remembering Everything.* New York: Random House
- Gallo, C. (2010). *The Presentation Secrets of Steve Jobs: How to be Insanely Great in Front of Any Audience.* New York: McGraw-Hill
- Koegel, T. (2010). *The Exceptional Presenter Goes Virtual.* Kindle Edition
- Navarro, J. (2008). *What Every Body is Saying: An Ex-FBI Agent's Guide to Speed-Reading People.* New York: HarperCollins
- Neffinger, J. & Kohut, M. (2013). *Compelling People: The Hidden Qualities That Make Us Influential.* New York: Penguin Group
- Van Zant, B. & Berger, J. (2019). How the voice persuades. *Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes, 118*(4), 661–682.

Readings related to storytelling in business
- Denning, S. (2004). Telling tales. *Harvard Business Review, 82* (5), pp. 122-129
- Duarte, N. (2011). "You have the power to change the world." Talk at TEDx East http://vimeo.com/20618288
- Duarte, N. (2010). *HBR Guide to Persuasive Presentations.* Boston: Harvard Business Review.
- Foreman, J. (2013). *Storytelling in Business: The Authentic and Fluent Organization.* Palo Alto, CA: Stanford University Press
- Gallo, C. (2016). *The Storyteller's Secret: Why Some Ideas Catch On and Others Don't.* New York: St. Martin's Press
- Guber, P. (2011). *Tell to Win: Connect, Persuade, and Triumph with the Hidden Power of Story.* New York: Random House
- Heath, C. & Heath, D. (2008). *Made to Stick: Why Some Ideas Survive and Others Die.* New York: Random House
- Pink, D. (2006). *A whole new mind: Why right-brainers will rule the future.* Riverhead Books: New York

Video Resource:
- Dan Heath on how moments are messages (https://www.youtube.com/watch?v=0-vr7kMybso) Listen to Dan's use of a story within a story to help make a point. Also includes a great "sticky" element by showing the audience evidence.

Readings related to presenting with whiteboards and drawing

- Brand, W. (2017). *Visual Thinking: Empowering People & Organizations Through Visual Collaboration.* Amsterdam, The Netherlands: BIS Publishers.
- Roam, D. (2016). *Show & Tell: How Everybody Can Make Extraordinary Presentations.* New York: Portfolio/Penguin
- Roam, D. (2013). *The Back of the Napkin (Expanded Edition): Solving Problems and Selling Ideas with Pictures.* New York: Penguin Group
- Sinek, S. (2011). *Start with Why: How Great Leaders Inspire Everyone to Take Action.* New York: Penguin Group

Readings related to virtual presentations and virtual teamwork

- Duarte, N. 2012. *HBR Guide to Persuasive Presentations: Inspire Action, Engage the Audience, Sell Your Ideas.* Boston: Harvard Business Review Press
- Duarte, N. (n.d.) "Virtual Presentation Tips" available at http://www.duarte.com/virtual-presentation-tips/
- Frisch, B. (2008). When teams can't decide. *Harvard Business Review,* November, pg. 3–9
- Groves, K. S. (2006). Leader emotional expressivity, visionary leadership, and organizational change. *Leadership Organizational Development Journal, 27*(7), pg. 566–83
- Koegel, T. (2010). *The Exceptional Presenter Goes Virtual.* Kindle Edition
- Mehra, A., Smith, B., Dixon, A., and Robertson, B. (2006). Distributed leadership in teams: The network of leadership perceptions and team performance. *The Leadership Quarterly, 17*(3), pg. 232–45
- Pearsall, M. J. & Venkataramani, V. (2014). Overcoming asymmetric goals in teams: The interactive roles of team learning orientation and team identification. *Journal of Applied Psychology, 100*(3), 735–748

Video Resource:

- Duarte Remote Presenting Webinar (https://vimeo.com/65093919)

Readings related to communicating with data

- Berinato, S. (2016). *Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations.* Boston: Harvard Business Review Press
- Cairo, A. (2016). *The Truthful Art: Data, Charts, and Maps for Communication.* Indianapolis: New Riders
- Duarte, N. (2019). *Data Story: Explain Data and Inspire Action Through Story.* Washington, DC: Ideapress Publishing
- Evergreen, S. (2018). *Presenting Data Effectively: Communicating Your Findings for Maximum Impact, 2nd. Ed.* Los Angeles: Sage
- Few, S. (2012). *Show Me the Numbers: Designing Tables and Graphs to Enlighten.* Burlingame, CA: Analytics Press
- Few, S. (2019). *The Data Loom: Weaving Understanding by Thinking Critically and Scientifically with Data.* Burlingame, CA: Analytics Press
- Jones, B. (2020). *Avoiding Data Pitfalls.* Hoboken, NJ: Wiley.
- Knaflic, C. (2015). *Storytelling with Data: A Data Visualization Guide for Business Professionals.* Hoboken, NJ: Wiley & Sons

- Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design.* Beverly, MA: Rockport Publishers
- Moon, J. (2008). *How to Make an Impact: Influence, Inform, and Impress with Your Reports, Presentations, and Business Documents.* New York: Prentice Hall Financial Times
- Munzner, T. (2014). Visualization Analysis & Design. Boca Raton, FL: CRC Press
- Riche, N., Hurter, C., Diakopoulos, N., and Carpendale, S. (Eds.) (2018). *Data-driven Storytelling.* New York: CRC Press
- Rosling, H. (2018). *Factfulness: Ten Reasons We're Wrong About the World—and Why Things Are Better Than you Think.* New York: Flatiron Books
- Wheeler, D. (2000). *Understanding Variation: The Key to Managing Chaos, 2nd. Ed.* Knoxville, TN: SPC Press
- Wong, D. (2010). *The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures.* New York: Norton & Company
- Wexler, S., Shaffer, J. and Cotgreave, A. (2017). *The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios.* Hoboken, NJ: Wiley

Readings related interpersonal communication with a focus on performance feedback best practices

- Pearsall, M. J. & Venkataramani, V. (2014). Overcoming asymmetric goals in teams: The interactive roles of team learning orientation and team identification. *Journal of Applied Psychology, 100*(3), 735–748
- Bartolome, F. & Weeks, J. (April 2007). Find the gold in toxic feedback. *Harvard Business Review*
- Cleveland, J., Lim, A., & Murphy, K. (2007). Feedback phobia? Why employees do not want to give or receive performance feedback. In J. Langan-Fox, C. Cooper, & R. Klimoski (Eds.), *Research Companion to the Dysfunctional Workplace: Management Challenges and Symptoms* (pp. 168–186). Northampton, MA: Edward Elgar
- Grant, A. (May 3, 2016). Stop serving the feedback sandwich. *LinkedIn: Best Advice, Leadership & Management.* https://www.linkedin.com/pulse/stop-serving-feedback-sandwich-adam-grant
- Grenny, J. (June 2019). How to be resilient in the face of harsh criticism. *Harvard Business Review* https://hbr.org/2019/06/how-to-be-resilient-in-the-face-of-harsh-criticism
- Harms, P. & Roebuck, D. (2010). Teaching the art and craft of giving and receiving feedback. *Business Communication Quarterly, 73*(4), pp. 413–431
- Jackman, J. & Strober, M. (2003). Fear of feedback. *Harvard Business Review, April,* pp. 101 – 107
- Patterson, K., Grenny, J., McMillan, R., & Switzler, A. (2002). *Crucial Conversations: Tools for Talking When the Stakes are High.* New York: McGraw-Hill
- Sobel, A. & Panas, J. (2012). *Power Questions: Build Relationships, Win New Business, and Influence Others.* Hoboken, NJ: John Wiley & Sons

Video Resource:

- Grant, A. (2016 TED Talk): Are you a giver or taker? https://www.ted.com/talks/adam_grant_are_you_a_giver_or_a_taker