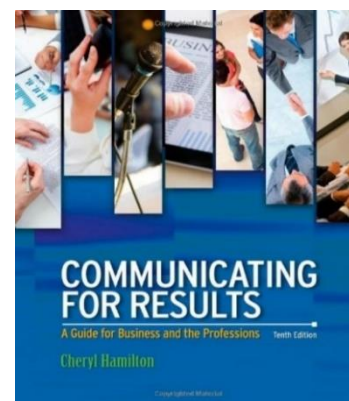


## Book Review

Hamilton, C. (2014). *Communicating for results: A guide for business and the professions* (10th ed.). Boston, MA: Wadsworth Publishing.



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To say that there is a vast array of books on effective communication is stating the obvious. However, *Communicating for Results* by Hamilton, written in a reader-friendly style, will certainly help learners to fathom the breadth and width of effective communication.

The book is divided into 14 chapters. This book will help not only novice learners but also professional leaders to feel confident in various business situations. The author covers aspects of the communication process in various business situations and in a multitude of ways to achieve effective communication in order to be well-versed in various cultural standards.

The book gives the readers a competitive edge on how to use social media, conduct interviews, and give presentations more effectively. Each chapter is equipped with authentic case studies taken from leading organizations and there is a “Collaborative Learning Activity” at the end of each chapter.

Chapter 1 focuses on the importance of effective communication by highlighting the concepts of the “frame of reference” and ways to tackle communication problems should one occur. The frame of reference needs to be taken into account, in order to enhance effective communication as it can affect how the receiver encodes and decodes the messages received. Another main point addressed is the impact of the environment on communication and how communicators deal with the barriers to achieve effective communication. Chapter 2 introduces the different types of communication models such as Human Relations Model and Transformational Models and how each model may fit into various types of workplace. The author further introduces the importance of “culture and communication” particularly the five strategies in handling cultural conflicts in Chapter 3.

Chapter 4 centers on the importance of listening and its negative consequences if care is not taken in listening. Hamilton emphasizes that listening is not a passive skill but rather an active one. She elucidates the elements of effective listening and ways to prevent poor listening from physical barriers to personal barriers such as individual biases and attitudes which all contribute to poor listening and can lead to a negative impact on business deals. Chapter 5 draws the reader’s attention to one of the most powerful tools in communication which is non-verbal communication. The chapter includes various types of non-verbal communication such as facial expressions, body gestures, clothing and personal

appearance, and physical environment. In order to advance business deals and improve negotiations, the author vividly explains how the different types of non-verbal communication should or should not be employed in certain business settings and cultures. In addition, interpretation of non-verbal messages in the East-West cultures and contexts are clearly illustrated through case studies. Chapter 6 focuses on ways to overcome obstacles to communication in the electronic age, however, in my opinion, this chapter does not seem to fit in with the whole textbook.

Chapter 7 introduces the different types of interviews, ways to organize an effective interview, and ends with approaches an interviewer may apply to control the interview effectively. Hamilton covers most of the types of interviews that the learners should know, she also addresses the essential skills and techniques required to be an effective interviewer. The author draws further attention to the need for organizing the interview into three phases: Opening, Question-Response, and Closing phase to ensure a systematic procedure as an interview setting usually takes place in an atmosphere filled with a sense of urgency and for which careful planning is essential. The author also emphasizes that not only the purpose of the interview should be taken into account but also the use of various types of questions are regarded as essential in order to solicit both general and specific answers from the interviewee. Chapter 8 provides in-depth explanation and examples of the employment interview, however, several topics and points are repetitions of points made in Chapter 7.

Hamilton highlights the factors needed for effective communication also ensuring that virtual communication plays an important role in promoting better communication in Chapter 9. This chapter is mainly devoted to small group communication, problem-solving skills in small groups, team management, and leadership skills. In addition, Hamilton presents a step by step problem solving procedure that can be applied in various problem-solving tasks. In the following chapter, Hamilton lays out guidelines for effective group participation and leadership skills. As a team member, one must perform certain roles to promote effective team decision making and ideas such as being committed and open-minded. In addition, as a team leader, one needs to perform certain roles so that the team can function successfully and productively.

Chapter 11 and Chapter 12 elucidates the steps and strategies for preparing and delivering effective presentations with steps clearly laid out beginning with planning, researching, and organizing effective formal and informal informative presentations. The author also puts emphasis on how to avoid plagiarism during the research process which she explains as an unethical form of theft as the plagiarizer subsequently benefits from such thefts. In addition, guidelines such as the use of supporting materials and methods to design visual aids are introduced to enhance the audience's understanding of the presentation. Hence, the tips are carefully spelled out thoroughly the chapters. Chapter 13 focuses on persuasive presentation in which the author explains the theories and lists the steps in organizing presentations. The author emphasizes that to be successful in persuasive speaking, one needs to ensure that the sources provided are reliable and relevant to the listeners' "psychological needs."

Lastly, Chapter 14 unlike all the previously mentioned chapters, the author jumbled together ways to polish various types of written communication such as resumes, emails, thank you letters, and informative reports but is not in-depth with insufficient examples provided for learners.

The layout of each chapter is reader-friendly, beginning with an authentic case study to stimulate the readers' thinking followed with a "pre-activity" before moving on to the theories. The key vocabulary items are highlighted and the definitions of the terms are provided to aid readers' understanding. Each chapter ends with a "collaborative activity" which serves as an additional group discussion activity.

All in all, one can say that the book is constructive as it highlights all the essential elements needed in business communication and negotiations. Also, it provides thorough guidelines for readers to become effective team members and leaders in the future.

Hamilton carefully lays out the theories accompanied by practical examples and authentic case studies, making the theories and concepts more comprehensible. Hence, it is highly recommended as an appropriate text not only for language learners but is also deemed suitable for managers and young businesspeople who want to improve their business communication skills.

### **The Author**

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