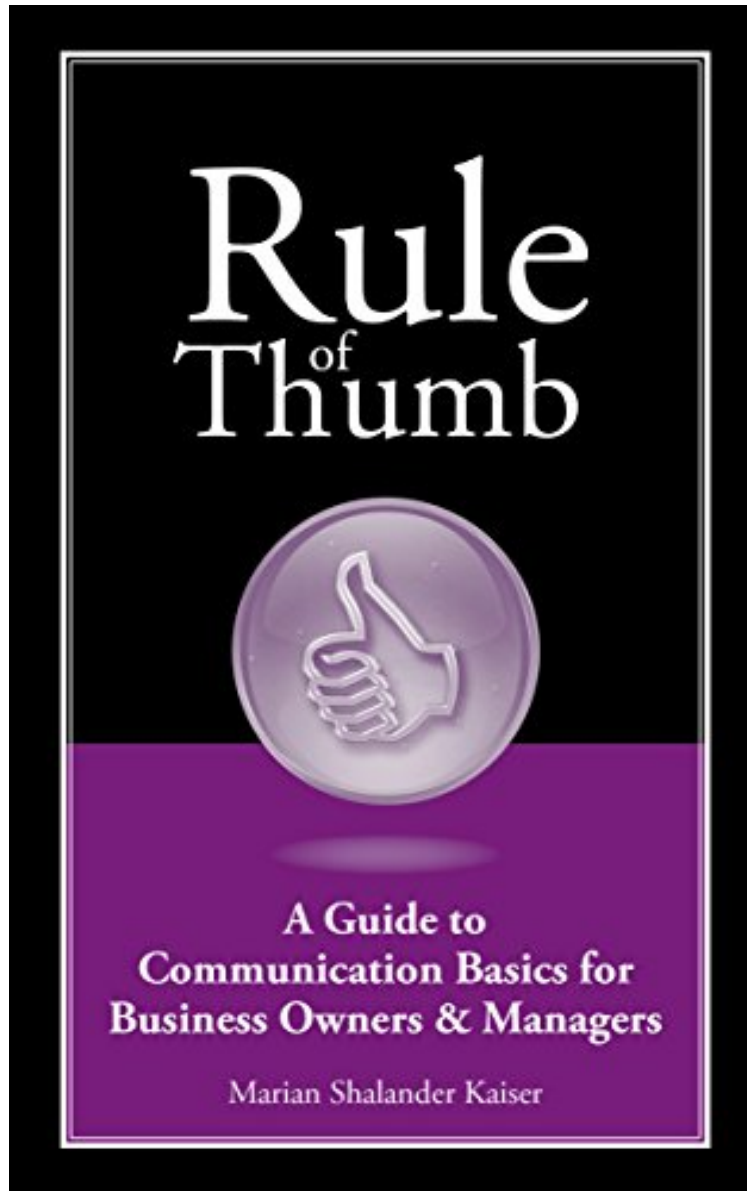


# Rule of Thumb: A Guide to Communication Basics for Small Business Owners Managers

*Marian Shalander Kaiser*

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Rule of Thumb: A Guide to Communication for Small Business Owners and Managers is an introductory guide for first-time entrepreneurs and small business owners seeking to gain a basic understanding of identifying and adopting effective communication skills. Just how important are effective communication skills? The answer is critically important, especially in the professional world. Employer surveys consistently reveal the importance of effective communication skills for securing a job, as well as for job performance, career advancement and the overall success of a business. Good communication reflects directly on the company, creating trust and presenting a professional image to build better business relationships. No one is born an excellent communicator. Excellent communication skills are learned and anyone can learn the skills to communicate effectively in both written and oral messages. This book provides basic information to help you improve both written and oral communication skills. It shows you how to be kind to your readers by making what you've written interesting and easy to understand. Keep it clear. Keep it simple. Keep it to the point.