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She has taught at the University of Illinois, Santa Monica College and Los Angeles Pierce College. Now recognized as the world's leading business communication textbook author, Dr. Guffey is the founding author of three award-winning textbooks: BUSINESS COMMUNICATION: PROCESS AND PRODUCT, ESSENTIALS OF BUSINESS COMMUNICATION and BUSINESS ENGLISH.

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It is essential to know that, one week later, a business communication is remembered by one or both of two things: the power and memorability of its opening the power and memorability of its close Psychologists call the effect of remembering the first few items presented as a 'Primacy Effect'.

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(China, Japan, & Middle Eastern Countries) assumes that the listener does not need much background information, more likely to be intuitive and contemplative, communication cues are primarily transmitted by

**posture, voice inflection, gestures, and facial expression.
rely more on context and feeling, talk around the point
and avoid saying no, understand visual messages readily**

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