

Book Review

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Paulson, E. (2023). *Getting Through: A Systematic Approach to Being Understood*. La Grange, IL: ProChango LLC, 136 pp.

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Communication is not complete until the receiver of your message has received and understood your message as you intended.

(Paulson, 2023)

This quote is essential because it underlines the book's central message: communication is a two-way process that requires confirmation of understanding, not just sending information. This quote encapsulates the book's essence, which is focused on feedback and media matching that reflects the book's methodical approach to improving communication outcomes, particularly in complex environments where miscommunication can lead to costly errors. This review explains our evaluation by presenting the book's overview, the structure and style, audience identification, and the impact on the field.

Ideas and Concepts (Book's Overview)

Let's begin with the key premises and perspectives of this engaging and self-improving book. In *Getting Through: A Systematic Approach to Being Understood*, Ed Paulson details how any communication has to be geared toward achieving a set goal. The core principle of the book is outcome-oriented communication, which argues that communication should not be done indiscriminately or on a whim, but instead should be targeted and planned with specific business goals in mind. Paulson says that communication is effective only when and where the information sent goes beyond just being a message. The meaning a particular target audience is expected to get out of a particular message is realized and the audience performs or decides what was intended. That technique considers that people today communicate in a very complicated way,

and because of the complexity, messages can be ruined or misinterpreted if strategies are not in place.

Paulson cites a crucial component of his theory as the medium of communication. He states that every communication method is appropriate for particular circumstances. For example, email, phone calls, or personal meetings can be said to be poor or rich depending on how information is communicated. Paulson uses the idea of media richness, which indicates the capability of a medium of communication to transmit intricacies in information. Body language and immediate feedback from the recipient and their body language are important for more complex or sensitive discussions, making face-to-face meetings an ideal medium for such situations. On the other hand, email and written reports could lead to miscommunication, especially if the medium is used for large complex exchanges. However, it may be feasible for simple exchanges. To maximize the efficacy of a communication exchange while reducing the possibility of miscommunication occurring, businesses should ensure they use an appropriate medium that corresponds with the demands of the situation.

Getting Through is helpful in the way it offers businesses a process of doing things, which in this case possesses particular relevance to communication in that it requires consideration of the design, potential audience, and media. This should revolve around the ideas and concepts in the book that would enable the communicators to effectively convey their messages and also achieve the expected business results.

Book Structure and Writing Style

Paulson structured the book in a clear and organized manner, guiding the reader step by step through the core concept of communication. Beginning with an introduction that helps the reader determine if the book fits their needs.

Getting Through: A Systematic Approach to Being Understood is divided into several chapters. Each chapter focuses on a specific aspect of communication that moves from foundational concepts to more specific strategies, such as media selection and understanding audience behaviors.

Paulson writes this book in a practical and informative way and uses a tone that everyone can understand so the book is accessible without being overly academic. The author combines real event examples from experiences and professional observations.

The overall style is instructional, systematic, and structured around real-world applications, reflecting the author's background in both communication theory and business management. Paulson encourages proactive and outcome-oriented communication practices, offering practical frameworks that readers can easily apply in their professional environments.

Target audience and its impact to the field

Ed Paulson's work will interest almost everyone, especially those who are in leadership, management, sales, marketing, customer service, and project management roles. The book is also relevant for individuals who regularly engage in business communication, whether managing teams, clients, or upward communication with superiors.

Getting Through: A Systematic Approach to Being Understood by Ed Paulson offers a systematic outcome-oriented approach that emphasizes the importance of message content and appropriate media selection in determining audience behavior.