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Business Communication: In Person, In Print, Online



Synopsis

BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 9E offers a realistic approach to communication in today's organizations. The text covers the most important business communication concepts in detail and thoroughly integrates coverage of today's social media and other communication technologies. Building on core written and oral communication skills, the ninth edition helps readers make sound medium choices and provides guidelines and examples for the many ways people communicate at work. Readers learn how to create PowerPoint decks, use instant messaging and texting effectively at work, engage customers using social media, lead web meetings and conference calls, and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Book Information

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Customer Reviews

This textbook is very readable and informative. The layout is easy to follow. For example, learning objectives appearing at the beginning of each chapter and are reprinted in margins through chapter as relevant information is presented. The authors included visual aids like charts and photos that highlight key points. There are real world examples and application questions that helped me

develop a deeper understanding and recall concepts later. It is also light weight, you won't mind carrying it to class.

College books are overpriced, as someone with a poor family, part time minimum wage job and zero help for college all loans I find this text book industry rather evil.

Wasn't what I expected but it is easier to carry around than that heavy text book. Downside they need to work on the price since you can't really sell it back.

I appreciated the timely delivery of this text book. It arrived just as advertised!!! Thank you.

Product was as described and arrived very soon after being ordered

The book was great and had some valuable communication tips in.

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