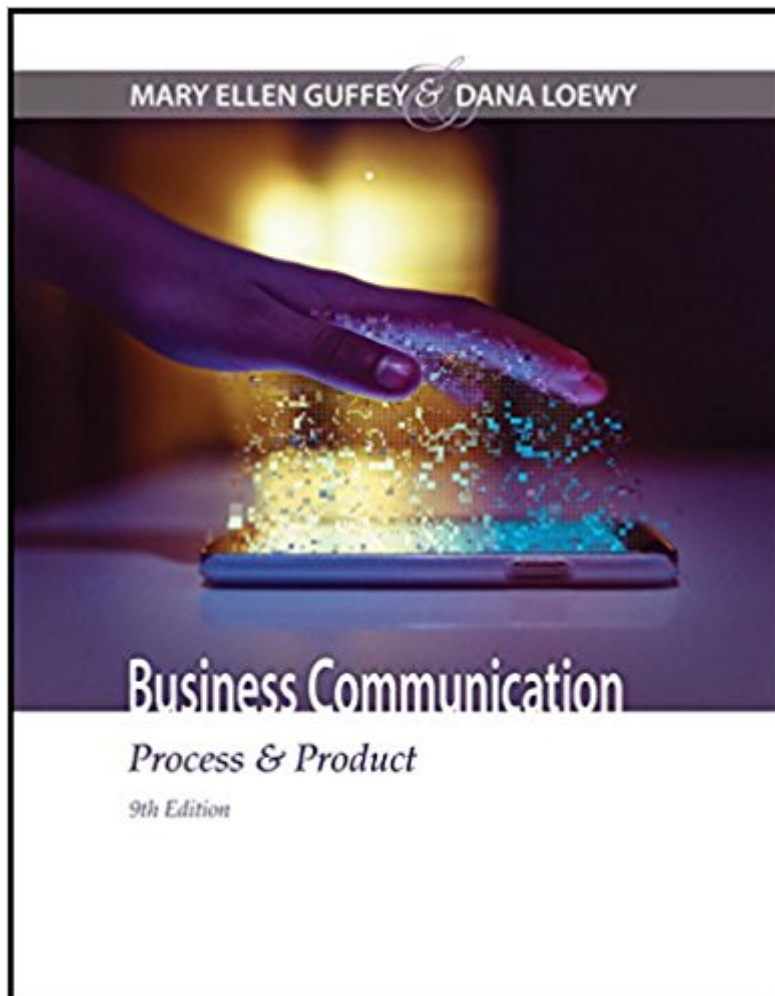




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Business Communication: Process & Product



Synopsis

Let BUSINESS COMMUNICATION: PROCESS AND PRODUCT, 9E prepare you for success in today's digital workplace. This leading textbook and vast digital resources help you develop the communication competencies that employers value most, such as superior writing, speaking, presentation, critical thinking, and teamwork skills. Two thoroughly updated employment chapters offer tips to prepare you for a labor market that is more competitive, more mobile, and more dependent on technology than ever before. Authors Mary Ellen Guffey and Dana Loewy have interviewed practitioners as well as researched hundreds of articles and blogs to capture the latest trends, technologies, and practices for the most up-to-date advice on how to ace the job search, resumes, cover letters, interviews, and follow-up activities. Optional grammar reviews in each chapter, including a complete grammar guide in the end-of-book appendix, help you improve critical English language skills.

Book Information

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A dedicated professional, Mary Ellen Guffey has taught business communication and business English topics for more than 35 years. She received a bachelor's degree, summa cum laude, from Bowling Green State University; a master's degree from the University of Illinois; and a doctorate in business and economic education from the University of California, Los Angeles (UCLA). 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. Each updated book continues to lead its market and, together, these books have helped hundreds of thousands of students around the world develop language skills. Dr. Guffey serves on the review boards of the Business and Professional Communication Quarterly and the Journal of Business Communication, publications of the Association for Business Communication. She also participates in national meetings, sponsors business communication awards, and is committed to promoting excellence in business communication pedagogy and the development of student writing skills. Dana Loewy has been teaching business communication at California State University, Fullerton since 1996. She enjoys introducing undergraduates to business writing and honing the skills of graduate students in managerial communication. Most recently, she has also taught various German courses and is a regular guest lecturer at Fachhochschule Nürtingen, Germany. In addition to

completing numerous brand-name consulting assignments, she is a certified business etiquette consultant. Dr. Loewy has collaborated with Dr. Guffey on recent editions of BUSINESS COMMUNICATION: PROCESS AND PRODUCT as well as on ESSENTIALS OF BUSINESS COMMUNICATION. Dr. Loewy holds a master's degree from Bonn University, Germany, and earned a PhD in English from the University of Southern California. Fluent in several languages, among them German and Czech, her two native languages, Dr. Loewy has authored critical articles in many areas of interest -- literary criticism, translation, business communication, and business ethics. Before teaming up with Dr. Guffey, Dr. Loewy published various poetry and prose translations, most notably THE EARLY POETRY OF JAROSLAV SEIFERT and ON THE WAVES OF TSF. Active in the Association for Business Communication, Dr. Loewy focuses on creating effective teaching/learning materials for undergraduate and graduate business communication students.

This book skips many chapters and I had to repurchase the book, I didn't realize it until we had to cover chapter 4 and 6 (if memory serves me correctly) This is more of a supplemental text rather than the actual text book. Not worth buying.

Much cheaper than the physical book, and just as useful!!

This book is great. I am working on getting through this class to get my business degree and it really helps. There is so much good information in the book. If you are getting into the business market then you should really look into getting this book because it is very nice and has great information that will help you out.

This book was very well taken care of only it was not the one I needed. I am however using it though and it has been helpful! I recommend this seller!

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I loved how this book was so current- it talked about all forms of modern communication that is vital in today's changing business world! The information is delivered in a clear manner, which makes understanding (and studying) this book so much easier than other textbooks.

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