

1. Record Nr.	UNINA9910154955703321
Autore	Bovee Courtland L.
Titolo	Business communication essentials / / Courtland L. Bovee, John V. Thill
Pubbl/distr/stampa	Boston : , : Pearson, , [2016] ©2016
Edizione	[Seventh, global edition.]
Descrizione fisica	1 online resource (xliv, 478 pages)
Collana	Always Learning
Disciplina	658.45
Soggetti	Business communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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Responding to Negative Information in a Social Media Environment.

Sommario/riassunto

For courses in Business Communication. Building Modern Communication Skills to Launch Your Career Business Communication Essentials equips students with fundamental skills for a career in the modern, mobile workplace. With comprehensive coverage of writing, listening, and presentation strategies in a contemporary context, this text balances basic business English, communication approaches, and the latest technology in one accessible volume. Over the last two decades, business communication has been in constant flux, with email, web content, social media, and now mobile changing the rules of the game. In the Seventh Edition, Bovee and Thill provide abundant exercises, tools, and online resources to prepare students for the new reality of mobile communications and other emerging trends, ensuring a bright start in the business world. MyBCommLab® is not included. Students, if MyBCommLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN. MyBCommLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBCommLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.
