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Nota di bibliografia	Includes bibliographical references (pages 119-123) and index.
Nota di contenuto	1. Why must I read this book and follow your advice (or else)? -- 2. Why must I remember that nothing on the Internet ever goes away completely? -- 3. Why must I put my audience first? -- 4. Why must I remember that communication is about relationships? -- 5. Why must I master report writing? -- 6. Why must I remember the four "f" words? -- 7. Why must I give a memorable presentation? -- 8. Why must I know how to influence and persuade others? -- Notes -- References -- Index.
Sommario/riassunto	This handy guide to excellent business communications is perfect for both college students and business professionals. Whether preparing for a career, launching a career, or advancing in a career, the savvy professional understands that every organization expects employees to be exceptional business communicators. Today's Business Communication: A How-to Guide for the Modern Professional leads readers through the most frequently encountered business communication situations. Two business partners who are also business school professors share their combined 30 years of marketing and communication experience with readers in this accessible, entertaining, and informative guide. The authors enhance the readers' experience through anecdotes from business professionals from different industries.