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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.
Nota di contenuto	Business Communication Essentials: A Skills-Based Approach -- Title Page -- Copyright -- Contents in Brief -- Contents -- Real-Time Updates-Learn More -- Preface -- Dedication -- Prologue -- PART 1: Business Communication Foundations -- Chapter 1: Professional Communication in Today's Digital, Social, Mobile World -- LEARNING OBJECTIVES -- Communication Matters . . . -- Understanding Why Communication Matters -- COMMUNICATION IS IMPORTANT TO YOUR CAREER -- COMMUNICATION IS IMPORTANT TO YOUR COMPANY -- WHAT MAKES BUSINESS COMMUNICATION EFFECTIVE? -- Communicating as a Professional -- UNDERSTANDING WHAT EMPLOYERS EXPECT FROM YOU -- COMMUNICATING IN AN ORGANIZATIONAL CONTEXT -- ADOPTING AN AUDIENCE-CENTERED APPROACH -- Exploring the Communication Process -- THE BASIC COMMUNICATION MODEL -- THE SOCIAL COMMUNICATION MODEL -- The Mobile Revolution -- THE RISE OF MOBILE AS A COMMUNICATION PLATFORM -- HOW MOBILE TECHNOLOGIES ARE CHANGING BUSINESS COMMUNICATION -- Committing to Ethical Communication -- DISTINGUISHING ETHICAL DILEMMAS FROM ETHICAL LAPSES -- MAKING ETHICAL CHOICES -- Communicating in a World of Diversity -- THE ADVANTAGES AND CHALLENGES OF A DIVERSE WORKFORCE -- KEY ASPECTS OF CULTURAL DIVERSITY -- ADVICE FOR IMPROVING INTERCULTURAL COMMUNICATION -- Using Technology to Improve Business Communication -- KEEPING TECHNOLOGY IN PERSPECTIVE -- USING TOOLS PRODUCTIVELY -- GUARDING AGAINST INFORMATION

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GIVING NEGATIVE PERFORMANCE REVIEWS -- TERMINATING  
EMPLOYMENT -- Sending Negative Organizational News.  
Responding to Negative Information in a Social Media Environment.

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### 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.

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2. Record Nr.	UNINA9910791131403321
Titolo	Scaling up nutrition : : what will it cost? // Sue Horton ...[and others]
Pubbl/distr/stampa	Washington, D.C. : , : World Bank, , c2010
ISBN	1-282-42218-9 9786612422188 0-8213-8078-8
Descrizione fisica	xxx, 100 pages : illustrations, map ; ; 23 cm
Collana	Directions in development. Human development
Altri autori (Persone)	HortonSusan
Disciplina	363.8/56
Soggetti	Malnutrition Nutrition policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 87-92) and index.
Nota di contenuto	Introduction : why scale up? -- Methodology : estimating the costs -- What will it cost and what are the potential benefits? -- Phasing the scale-up.
Sommario/riassunto	Action against malnutrition is needed more than ever. An additional US\$10.3 billion a year is required from public resources to mount a successful attack against undernutrition on a worldwide scale. This would benefit over 360 million children in the 36 countries with the highest burden of undernutrition-home to 90 percent of the stunted children worldwide-and prevent 1.1 million child deaths. Since early childhood offers a special window of opportunity to improve nutrition, the bulk of the investment needs to be targeted between pre-pregnancy until two years of age. Scaling Up Nutrition: What