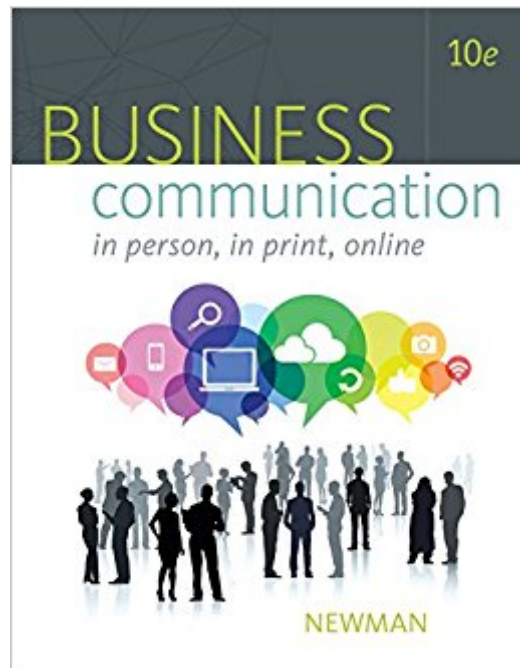




Ebook Directory
the best source of ebook

The book was found

Business Communication: In Person, In Print, Online



Synopsis

Prepare students to become successful employees and leaders with the realistic approach to communication found in **BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE, 10E**. This book covers the most important business communication concepts in detail and within the context of how communication actually happens in organizations today. Company examples and situations keep students engaged while demonstrating how principles work in the real world. In addition to core written and oral communication skills, students learn to navigate complex relationships and use current, sophisticated technologies. Students also become skilled in creating PowerPoint decks, managing their online reputation with LinkedIn and other tools, engaging customers using social media, leading web meetings and conference calls, and more. Self-reflection questions throughout the book help readers develop a deeper understanding of themselves and how to communicate to reach personal and professional goals.

Book Information

Paperback: 505 pages

Publisher: South-Western College Pub; 10 edition (September 12, 2016)

Language: English

ISBN-10: 1305500644

ISBN-13: 978-1305500648

Product Dimensions: 1 x 8.5 x 10.8 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #17,487 in Books (See Top 100 in Books) #49 in [Books > Textbooks > Business & Finance > Business Communication](#) #144 in [Books > Business & Money > Skills > Communications](#)

Customer Reviews

Amy Newman specializes in business communication at the Cornell University School of Hotel Administration. As a senior lecturer, she teaches two required communication courses: a freshman business writing and oral communication class and an upper-level persuasive communication class. Newman also teaches a graduate-level management communication course and an elective, Corporate Communication, which focuses on communication strategy, crisis communication, and social media. Newman served as an adjunct instructor at Ithaca College; Milano, The New School for Management and Urban Policy in New York City; and eCornell, where she taught classes online.

She has won several awards for excellence in teaching and student advising and grants to develop technology-based learning solutions. Prior to joining Cornell, Newman spent 20 years working for large companies, such as Canon, Reuters, Scholastic, and MCI. Internally, she held senior-level management positions in human resources and leadership development. As an external consultant, she worked to improve communication and employee performance in hospitality, technology, education, publishing, financial services, and entertainment companies. A graduate of Cornell University and Milano, Newman is author of several editions of BUSINESS COMMUNICATION: IN PERSON, IN PRINT, ONLINE. She has developed several multimedia company scenarios to accompany the book, has created an interactive tool for managing speech anxiety, and maintains a blog: BizComInTheNews.com. Scot Ober (Ph.D, Ohio State) is a full-time consultant in business communication and document processing. Prior to his consulting career, Dr. Ober was Professor of Business at Ball State University. In addition to having taught Business Communication for over twenty years, he served as Editor of the Business Communication Quarterly for 1995 and 1996 and conducted an MBA-level Distance Learning Program through Ball State University.

[Download to continue reading...](#)

ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Business Communication: In Person, In Print, Online The Practice of Interventional Radiology, with online cases and video: Expert Consult Premium Edition - Enhanced Online Features and Print, 1e (Expert Consult Title: Online + Print) First Person Rural Second Person Rural Third Person Rural Clinical Procedures in Primary Eye Care: Expert Consult: Online and Print, 4e (Expert Consult Title: Online + Print) MacSween's Pathology of the Liver: Expert Consult: Online and Print, 6e (Expert Consult Title: Online + Print) Clinical Orthopaedic Rehabilitation: An Evidence-Based Approach: Expert Consult - Online and Print, 3e (Expert Consult Title: Online + Print) Primer of Diagnostic Imaging: Expert Consult - Online and Print, 5e (Expert Consult Title: Online + Print) Anesthesia Equipment: Principles and Applications (Expert Consult: Online and Print), 2e (Expert Consult Title: Online + Print) Imaging of Arthritis and Metabolic Bone Disease: Expert Consult - Online and Print, 1e (Expert Consult Title: Online + Print) Chest Radiology: Plain Film Patterns and Differential Diagnoses, Expert Consult - Online and Print, 6e (Expert Consult Title: Online + Print) Stoelting's Anesthesia and Co-Existing Disease: Expert Consult - Online and Print, 5e (Expert Consult Title: Online + Print) Clinical Cases in Anesthesia: Expert Consult - Online and Print, 4e (Expert Consult Title: Online + Print) Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online (Internet Business Series) Print's Best Letterheads and Business Cards 2 (Print's

Best Letterheads & Business Cards, 1992) Sing You Home Large Print (Large Print, companion soundtrack, Large Print) Directory of Business Information Resources, 2016: Print Purchase Includes 1 Year Free Online Access (Directory of Business Information Resources) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Passive Income: Four Beginner Business Models to Start Creating Passive Income Online (Passive Income Streams, Online Startup, Make Money Online, Financial Freedom Book 1) Make Money Online for Beginners (SEO) (Online Marketing) (Online Business) (Entrepreneurship): Learn how to generate more sales with your rankings! (For Beginners Book Series 1)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)