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Essentials of Business Communication Mary Ellen Guffey, 2004 This text workbook is a streamlined no nonsense approach to business communication It takes a three in one approach 1 text 2 practical workbook and 3 self teaching grammar mechanics handbook The chapters reinforce basic writing skills then apply these skills to a variety of memos letters

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Target Office Depot Petsmart and Carnival Cruise Lines to name just a few Many documents are accompanied by a graphic describing how the three step process is applied and all include annotations in the margins that discuss precisely how to apply the principles presented in the text reasons that Business Communication Today is the most successful business communication textbook published in the past 50 years **The Business Communication Handbook** Judith Dwyer, Nicole Hopwood, 2019-07-18 The Business Communication Handbook 11e helps learners to develop competency in a broad range of communication skills essential in the 21st century workplace with a special focus on business communication Closely aligned with the competencies and content of BSB40215 Certificate IV in Business and BSB40515 Certificate IV in Business Administration the text is divided into five sections Communication foundations in the digital era Communication in the workplace Communication with customers Communication through documents Communication across the organisation Highlighting communication as a core employability skill the text offers a contextual learning experience by unpacking abstract communication principles into authentic examples and concrete applications and empowers students to apply communication skills in real workplace settings Written holistically to help learners develop authentic communication related competencies from the BSB Training Package the text engages students with its visually appealing layout and full colour design student friendly writing style and range of activities

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