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on careful problem analysis, adaptation of the message to the audience, and maintaining positive human relations, this edition discusses current challenges for business communicators and gives students practice meeting those challenges. Toward this end, the book maintains the realism, technological currency, and pedagogical effectiveness for which it has become well known and respected. As with previous editions, the 12th edition prepares students to communicate in the modern workplace by first providing extensive writing advice and then providing methodical analyses of the main forms of business communication. Along the way, it

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Incorporates a multitude of real business examples, a wide range of problem-solving cases, and a thorough treatment of technology's role in business communication. In addition to a full suite of teaching and testing materials, the book's Online Learning Center gives teachers easy access to an online blog, Bcomm Teacher Xchange, that will keep them abreast of the latest research and developments in the field while providing a host of practical teaching tips. Through its BC Resources link, the OLC also offers an extensive collection of Web links on multiple bcomm topics, from grammar to persuasion to research and teamwork.

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by being the most technologically current and pedagogically effective books in the field. It has realistic examples that are both consumer-and business-oriented.

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The book is designed to comprehensively cover the course requirements of management programmes, where business communication is taught as a subject. It follows a simple and needs based approach and

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Revis covers, apart from aspects of communication such as reading, writing, and listening, topics such as business etiquettes, negotiations, presentations etc. It also discusses the contemporary issues in communication. The book has a blend of theoretical and application based approach, and the coverage of the book has been designed keeping in view the industry requirements as well as feedback received by the authors from the students and teachers of communication.

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