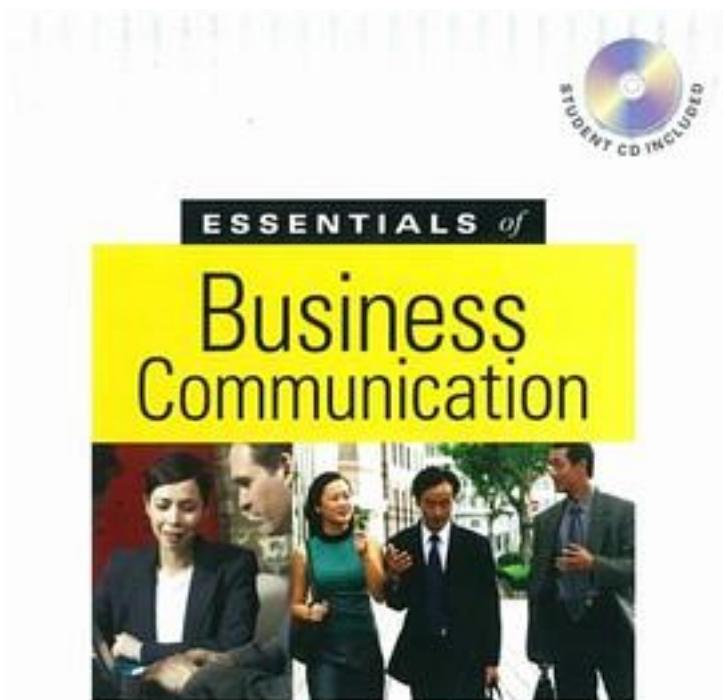


Essentials of Business Communication, Asian Edition (For Sale in Asia Only!)



MARY ELLEN GUFFEY • BERTHA DU-BABCOCK

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This Asian adaptation of Guffey's leading textbook retains the winning text/workbook

format of the original book. It reinforces basic communication and writing skills for effectively communicating one's messages in various business situations and for writing a variety of winning memos, letters, reports, and resumes. There is also comprehensive coverage of contemporary business communication issues, including oral communication, electronic forms of communication, diversity, and ethics. Specially written for this Asian edition are new activities and materials developed with the Asian student in mind.

作者介绍:

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标签

美国

课本

大学

早大时期的教科书

教材

专业

BusinessCommunication

评论

这书，竟然让我学两遍，天理何在啊。。。。

实用

我们的lecturer就是书的原作者=

=后来才发现这本书原来流传得很广很广。。。可是我个人觉得很闷。。。大概BE把我的底子打太好了。。

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