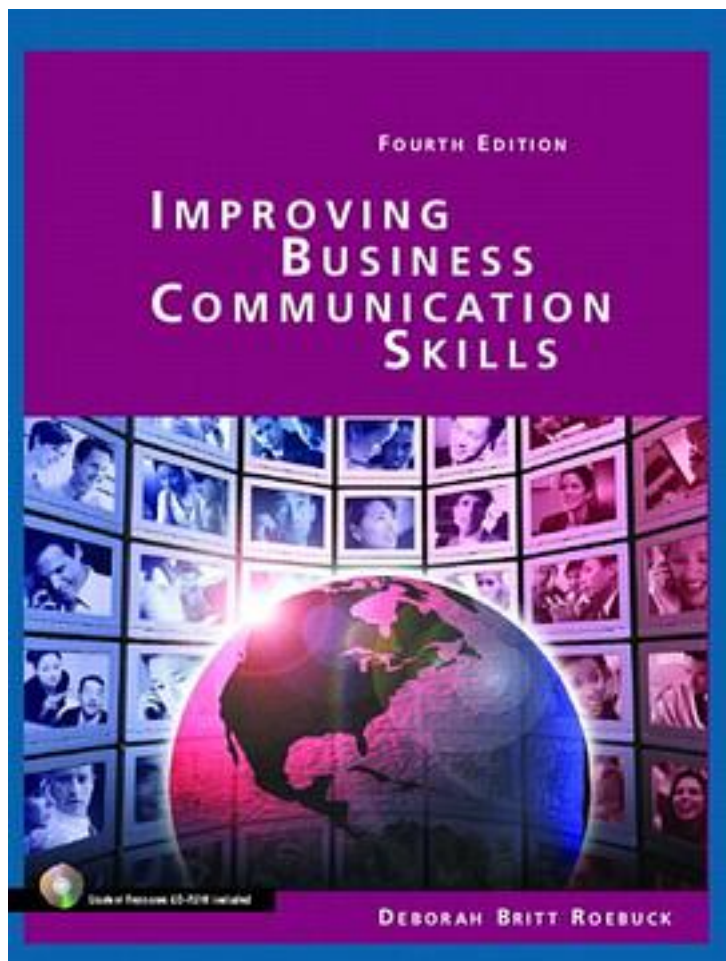


Improving Business Communication Skills



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出版者:Prentice Hall

出版时间:2005-9

装帧:Pap

isbn:9780131184596

For courses in Business Communications, Business English/Writing, Managerial Communications, and Workplace Communications. Description Structured in short, easy-to-read chapters, Improving Business Communication Skills, 4th Edition

discusses written, oral and interpersonal communication and its importance to one,s personal and professional success. Building on the author,s experience as an educator and business consultant, the text shows how technology has impacted communication and why technology is making business communication skills more important than ever. Students will learn how to write directly, indirectly, or persuasively both on paper and online, and will learn an easy method for preparing oral presentations. Coverage of technology, etiquette, and international concerns, as well as new exercises and assignment material, help students acquire the tools and techniques they need to communicate effectively in today,s business environment.

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