Business and Professional Communication



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著者:Disanza, James R./ Legge, Nancy J.

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Centered on the notion that business communication aims to influence the interpretation of issues and events, this presentation-oriented text provides practical tips and applications while discussing relevant theory. Grounded in real business examples and basic skills, Business and Professional Communication places a strong emphasis on presentations in business settings to better prepare students for the realities of daily career life. Its complete approach and unique topic coverage provides clear guidance for all communication practices in businesses and organizations.

作者介绍:

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