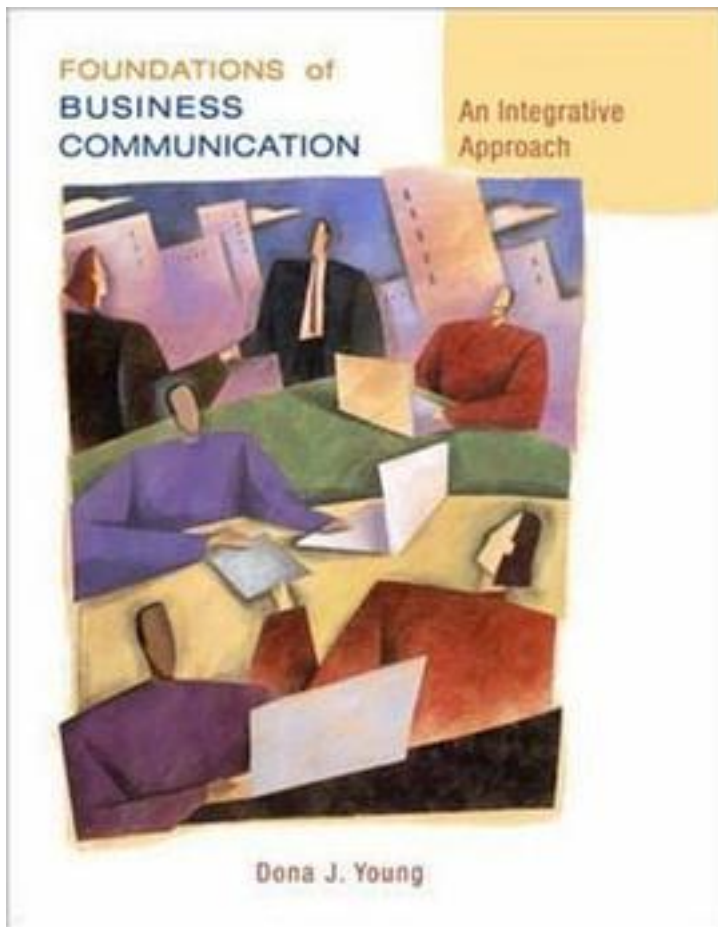


Foundations of Business Communication



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著者:Young, Dona

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Dona Young is a charismatic, passionate author with a strong background in teaching, curriculum design, faculty development, and corporate training. Our shared vision is developing a text and package that prepares students to communicate at all levels and

leads them to successful business careers. One important learning theme of the text is "Explore, Practice, Apply." Students first learn to embrace the idea that communication consists of different skill sets and that, given the right tools, they can master these skills. Because students bring in varying levels of ability, the learning materials are diagnostic and flexible: they help students assess their strengths and weaknesses in the different skills sets and then engage them in practice exercises to develop expertise. Finally, students learn decision-making strategies that motivate them to apply their skills to real-world situations.

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