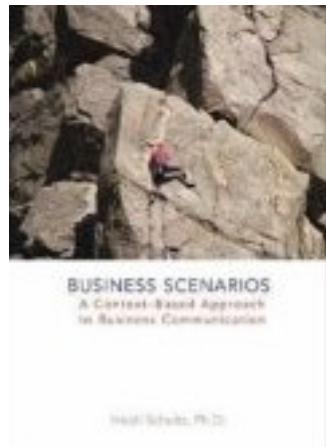


Business Scenarios: A Context-based Approach to Business Communication



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To move students beyond theory to the application of business communication principles, this book drops students into workplace scenarios and requires them to respond by writing business messages or by presenting business ideas. To make the experience challenging for students, this book progresses from business communication basics to challenging rhetorical situations. At each step along the way, students get the groundwork they need to wrestle with the real-world business situations that require written or spoken responses. In short, this book takes the concept ?critical thinking? and puts it to the test by challenging students to make informed rhetorical choices in the face of increasingly complex or difficult situations.

作者介绍:

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