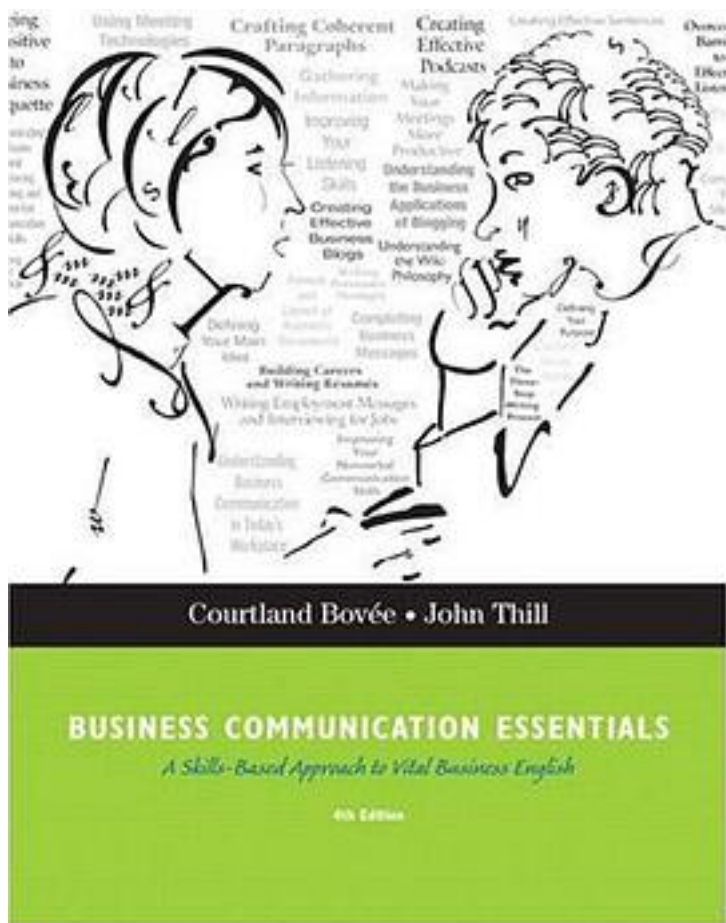


Business Communication Essentials (4th Edition)



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Business Communication Essentials, Fourth Edition, helps you prepare students for the demands they'll face on the job. Only Bovée/Thill texts thoroughly address the new-media skills that employees are expected to have in today's business environment. Business Communication Essentials presents these technologies in the

context of proven communication strategies and essential business English skills. The fourth edition brings the newest Web 2.0 technologies to life, explaining how tools like blogs and social networks can successfully bring businesses and consumers into a meaningful and profitable dialog. Traditional communications skills become the foundation for making use of these new and essential mediums.]

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