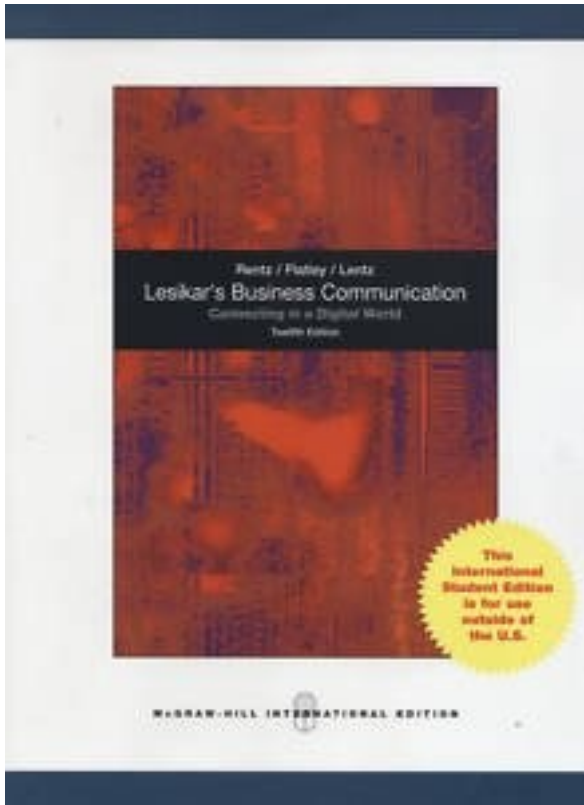


Business Communication



[Business Communication 下载链接1](#)

著者:Carol M. Lehman

出版者:South-Western College Pub

出版时间:2010-2-19

装帧:Hardcover

isbn:9780324782172

For more than six decades, Lehman and DuFrene's BUSINESS COMMUNICATION has established itself as the authoritative standard in the field. With its clear writing style, extensive example documents, and a proven Strategic Forces Model that translates communication theory into applied best practices, the new Sixteenth Edition is a dynamic response to ongoing changes in technology, organizations, the business marketplace, and the global economy. In today's fast-paced business environment, communicating effectively with multiple audiences is more essential?and more

challenging?than ever. BUSINESS COMMUNICATION, Sixteenth Edition, leads the way in preparing readers to rise to this challenge, combining a strong emphasis on sound writing principles with practical coverage of real-world spoken, electronic, and written communication situations and strategies that play a vital role in modern business.

作者介绍:

目录:

[Business Communication_ 下载链接1](#)

标签

评论

[Business Communication_ 下载链接1](#)

书评

[Business Communication_ 下载链接1](#)