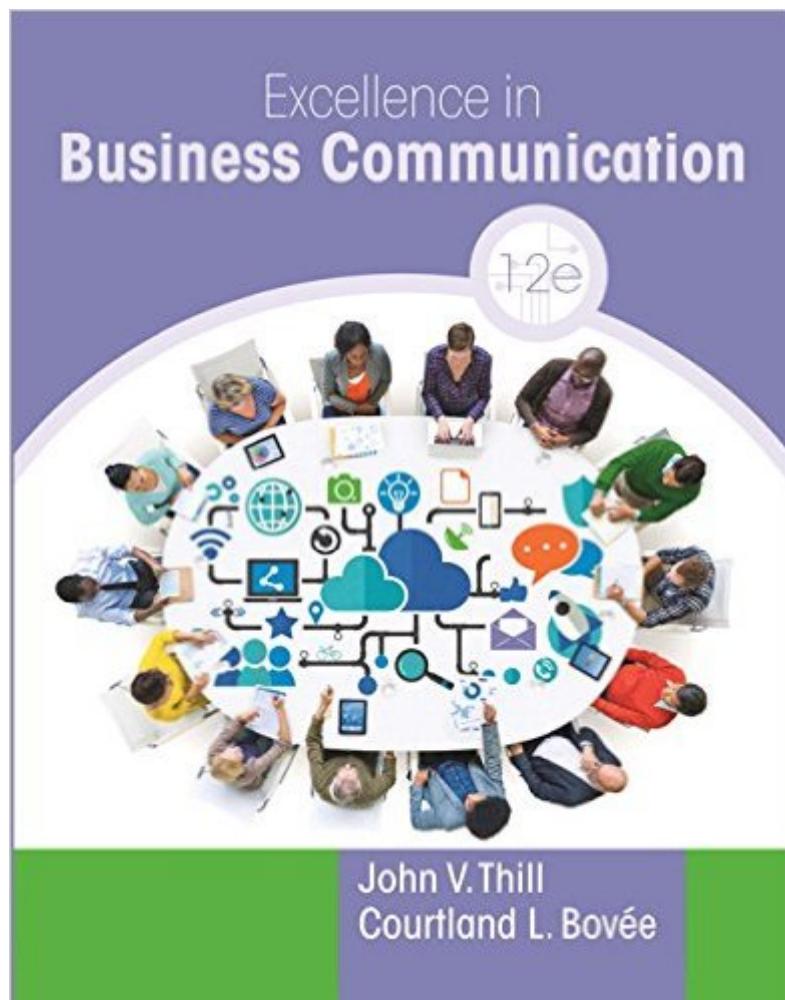


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# Excellence In Business Communication (12th Edition)



## Synopsis

For undergraduate courses in business communication. Â Develops Professional Communication Skills Following in the wake of the digital revolution and the advent of social media, business communication has been hit by yet another revolutionary change: the rise of mobile communication. In this Twelfth Edition of Boveâ© and Thillâ™s Excellence in Business Communication , the most significant and recent technology-related changes affecting the business world are thoroughly discussed. Not to be forgotten, the text continues to emphasize fundamental skills and principles, including the importance of writing, listening, presenting, and other components of business communication. Featuring practical advice, time-tested processes, and real-world examples, Excellence in Business Communication is the premier text for honing and developing essential communication skills. Also AvailableÂ with MyBCommLabÂ® This title is also available with MyBCommLab--an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Â NOTE: You are purchasing aÂ standaloneÂ product; MyBCommLabÂ does not come packaged with this content. If you would like to purchase both the physical text and MyBCommLab search for: 0134472438 / 9780134472430 Excellence in Business Communication Plus MyBCommLab with Pearson eText -- Access Card Package Â Package consists of: 0134319052 / 9780134319056 Excellence in Business Communication 0134390113 / 9780134390116 MyBCommLab with Pearson eText -- Access Card -- for Excellence in Business Communication

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## Customer Reviews

This book is choc-full of useful techniques for good, solid business communication. The samples are well thought-out and are very true to life. However, the questions, especially the ethics questions do not have any answers provided. Even the instructor copy doesn't have any of the answers, so effectively it boils down to your opinions and whether or not you can defend them. Yee Hah, just like real life.

I use this book for my primary text in a Business and Professional Communication class that I teach. The students like how the book is organized; I appreciate the examples that we can use in class for discussion. Beyond that, the AIDA approach to business writing is clear and easy to use once students get the hang of it. My students' major project is to work with an organization in solving a communication problem, they are responsible for writing memos and reports to both the client and me. However, I guess that the biggest endorsement is the number of students who do not resell this book at the end of the semester. I have had several tell me that this is one of the few books that they will take with them when they graduate because they view it as a good reference book.

I always thought I was good at communication until I read this book (text book really). I was particularly impressed by the examples of emails that on the surface look fine until the writer points out the loop holes. Despite its title this book comes in hand for many situations well outside business. I have also used my newly acquired skills in academic, political and philanthropic forums and received very positive feedback from colleagues who noticed a change. Buy this book.

This book was a purchase for college. It has lots of graphs and charts with easy to read print. It also has lots of references like definitions, english help, work pages, and other things. I printed off things from this book for future reference.

Ordered this book for a course as a requirement so its not so much that I like it more so that I have to have it. However, what has not ever failed me is purchasing and renting my textbooks thru .com. They have the best prices. The books always arrive on time, as described and easy return.

I don't know if it was the class or the text that made me dislike this subject. This subject seems to be

in place because people are forgetting how to be professional and writing memos with "instant messenger" style grammar. Maybe this text book will help the new generation become more professional, or maybe it was a complete waste of my money.

This textbook was disappointing. It contains a lot of basic common sense information. For a book on business writing it didn't seem to be particularly well written. I was not impressed by the text and it didn't really help me in my class. I did fine, but it was because of this book. If you can avoid purchasing it I would. It does not provide enough value.

This book is very helpful. I used this book for Communication 1 and then I took Communications 2. That book made me miss this book! Sadly, I rented this book for class and I wish I had bought a copy for future use. It has a lot of useful information that you will probably need later.

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