Business Communication Today (13th Edition)
Synopsis

For courses in Business Communication. The Ever-Changing Mold of Modern Business Communication Business Communication Today continually demonstrates the inherent connection between recent technological developments and modern business practices. With each new edition, this text addresses the most essential changes in technology and how they impact the business world, while still addressing timeless business skills such as listening, presenting, and writing. With a strong focus on mobile connectivity, the Thirteenth Edition is a highly integrated text that blends new topics such as social media in business seamlessly with more traditional entrepreneurial concepts. The flexible text is suitable for all readers seeking to master necessary skills for succeeding in the workplace. With a clear, fluid chapter organization that addresses, develops, and reviews major concepts, Business Communication Today instills crucial business skills readers will need to thrive in an office environment. Also Available with MyBCommLab® 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. Note: You are purchasing a standalone product; MyBCommLab does not come packaged with this content. If you would like to purchase both the physical text and MyBCommLab search for ISBN-10: 0134088263 / ISBN-13: 9780134088266 Business Communication Today Plus MyBCommLab with Pearson eText -- Access Card Package, 13/e. That package includes ISBN-10: 0133867552 / ISBN-13: 9780133867558 Business Communication Today, 13e and ISBN-10: 0133877663 / ISBN-13: 9780133877663 MyBCommLab with Pearson eText -- Access Card. MyBCommLab should only be purchased when required by an instructor.

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Customer Reviews

Who knows if I like it, I can't read it... If you plan to rent the book and read on your computer, think again. This book is only available to read in the app, and not the windows app. So much for 'Read on any Device'.

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This textbook is in very good shape. It is clean and there is no ripped pages. Honestly, I thought I bought a new book. That's how great the condition is.

Excellent, would recommend

Better than I expected. Received within 2 weeks.