

Excellence in Business Communication, Global Edition (Paperback)

By John V. Thill, Courtland L. Bovee

Pearson Education Limited, United Kingdom, 2016. Paperback. Condition: New. 12th edition. Language: English . Brand New Book. For undergraduate courses in business communication. Develops Business Students 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 Bovee and Thill 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, timetested processes, and real-world examples, Excellence in Business Communication is the premier text for honing and developing business students essential communication skills. MyBCommLab (R) not included. Students, if MyBCommLab is a recommended/mandatory component of the course, please ask your instructor for the correct ISBN and course ID. MyBCommLab should only be purchased when required by an instructor. Instructors, contact your Pearson representative for more information. MyBCommLab is an online homework, tutorial, and assessment product designed to personalize learning and improve results. With a wide range of ...



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