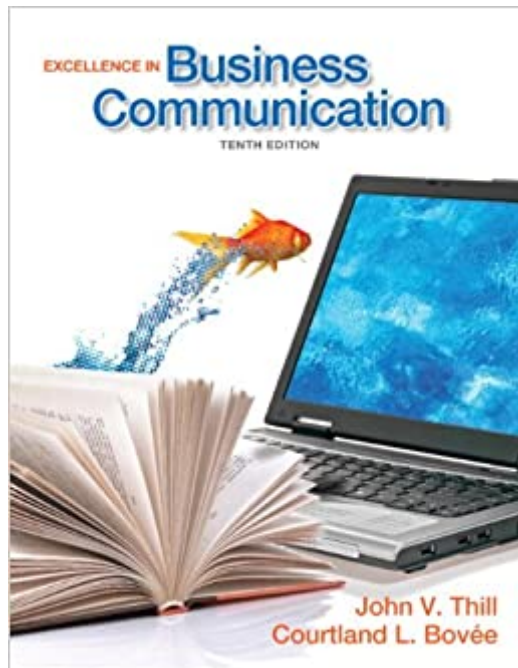




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Excellence In Business Communication (10th Edition)



Synopsis

Learn Business Communication Skills by Example. Excellent, effective, and practical business communication skills are necessary in order to succeed in today's business world. Excellence in Business Communication delivers an abundance of the most realistic model documents and tools, helping readers learn business communication skills by example. The tenth edition is a more efficient, rigorously revised textbook that maintains solid coverage of fundamentals while focusing on today's social media revolution and the impact it will have on readers' future careers.

Book Information

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Customer Reviews

Courtland L. Bovee is co-author of Random House's bestselling Business Communication Today. He also wrote Business Writing Workshop (Roxbury) and Contemporary Advertising (Irwin). A lecturer and communications consultant to business and industry, he is also a member of the faculty in the business department at Grossmont College, El Cajon, California. --This text refers to an out of print or unavailable edition of this title.

How I am supposed to learn how to professionally communicate from people, who are up to their 12th edition, and the book is still full of typos and poorly constructed sentences? The assignment questions and their respective learning objectives are so unclear that you really have to read the whole chapter to find the answer which is either NOT in that LO, or so poorly defined that you are better off using your wits to figure it out. I had to "call out" my professor on the very first assignment

because the book question was soo poorly worded/written that it made no sense. Not to mention, This is College level? Most of this stuff I had already learned in high school. My condolences if your professor assigns you this book for a class. Revised content for

I'm impressed with how often this book used outside resources to furthur the lessons. I think I'll purchase a copy of this text for myself, solely for the references of how to compose all the types of business letters. Though I'm sure it's going to become dated in a decade thanks to technology progressing rapidly, it is currently an absolutely invaluable resource, especially for the young buck just entering the professional workforce. I cannot emphasize enough how valuable this resource is - it has comprehensive chapters and guides for everything from resumes, unsolicited job letters, day-to-day memos, elevator pitches, interviews...I've recommended this book to people not even in the related BCOM class. That's how awesome it is... Saving up to buy it now...

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.

Required textbook; nothing earth-shattering to say about it, but it is helpful for this class.

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.

I am a professor who has been using this book for several years. Lots of detail.

I ordered two copies of this book on a Monday and by Thursday the box containing them was on my doorstep. I skimmed through the pages, and did not see any writing or highlighting despite the "used" condition. The only evidence that the books may have been used before is some very light marks on the cover and a slight bending of the bottom right corner. The price was certainly right as well -- in my school's bookstore, the books were over \$160 apiece, and the used copies here were just about \$20 each. Great price, great condition, and great shipping time. I definitely would

recommend getting the book on .

The book I received was in great condition. Even though I hated this class with a passion, the book was well written and offered great examples and explanations.

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