



Business Communication Today

By John V. Thill Courtland L. Bovee

Pearson Education, 2009. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - The Pearson editorial team worked closely with educators around the world to include content especially relevant to students outside of the United States. Real-world training for the business world of today and tomorrow. The field's leading text for more than two decades, Business Communication Today continues to provide the cutting-edge coverage that students can count on to prepare them for real business practice. Other textbooks release new editions that don't reflect their copyright year, training students in practices from the last decade. Bovee/Thill provides real-world training for the business world of today and tomorrow. Updated with a more interactive and conversational model called Business Communication 2.0, this edition introduces students to a vitally important way of thinking about communication, instructing them in the professional use of blogs, instant messages, wikis, twittering and other social media tools. 744 pp. Englisch.



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