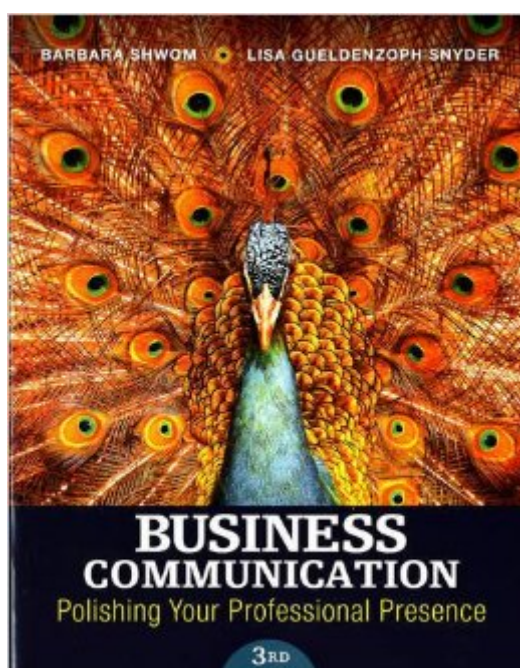


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Business Communication: Polishing Your Professional Presence (3rd Edition)



Synopsis

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Book Information

Paperback: 624 pages

Publisher: Pearson; 3 edition (June 19, 2015)

Language: English

ISBN-10: 0133863301

ISBN-13: 978-0133863307

Product Dimensions: 8.5 x 1 x 10.7 inches

Shipping Weight: 2.9 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 29 customer reviews

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Customer Reviews

Barbara Shwom, Ph.D., is Professor of Instruction in Writing at Northwestern University, where she teaches in the Weinberg College of Arts and Sciences, Kellogg School of Management, and

McCormick School of Engineering and Applied Science. For more than 30 years, she has designed and taught communication courses that have influenced this textbook, including *Writing in Organizations*, *Communicating Complex Data*, *Engineering Design and Communication*, and *How to Become an Expert in Roughly 10 Weeks*. Professor Shwom's teaching at Northwestern has been recognized by both an outstanding teacher award and an appointment as a fellow of Northwestern's Searle Center for Teaching Excellence. Professor Shwom has gained industry experience as the managing principal of Communication Partners, a consulting practice that works with clients from a range of industries, including biotechnology, high tech research and development, pharmaceuticals, management consulting, market research, financial services, engineering, and consumer products. Professor Shwom's research interests include evolving genres of business communication, visual communication of data, and methods of persuasion. In addition to many articles, she is also the co-author of a textbook on graphics and visual communication for managers. She currently sits on the Board of Directors of the Association for Business Communication and the editorial review board of *Business and Professional Communication Quarterly* and has served as president for both the Association for Business Communication and the Association of Professional Communication Consultants.

À Lisa Gueldenzoph Snyder, Ph.D., is a Professor and Chairperson of the Department of Business Education and Interim Associate Dean in the School of Business and Economics at North Carolina Agricultural and Technical State University in Greensboro. She earned a doctorate in Higher Education Administration from Bowling Green State University in Ohio, where she also received a master's degree in Business Education. Her Bachelor of Science in Business Education is from Northern Michigan University. Dr. Snyder is widely published in journals such as the *Business Communication Quarterly*, *Journal of Business Communication*, *Business Education Digest*, and *NABTE Review*. She has made over 150 presentations at local, regional, and national professional development events, workshops, and conferences. Dr. Snyder received the Meada Gibbs Outstanding Teacher Award from the Association for Business Communication, and the Distinguished Alumni Award from the Business Education program at Bowling Green State University. She also has received the Innovative Instructional Practices Award from Delta Pi Epsilon, the Distinguished Service Award from the Ohio Business Teachers Association, and the Collegiate Teacher of the Year Award from both the North Carolina Business Education Association and the Southern Business Education Association. Dr. Snyder is also a Regional Vice President of the Association for Business Communication, National President of the Association for Research in Business Education, Research Coordinator for the National Association for Business Teacher

Education, and the Past-Chair of the Policies Commission for Business and Economic Education. Â

Business Communication: Polishing Your Professional Presence Plus MyBCommLab with Pearson eText -- Access Card Package (3rd Edition) I purchased this book for a friend that needed it for school at a substantially lower price than the campus bookstore. It was exactly what the professor required for the class, arrived in a shrink wrap (brand new) and was shipped very quickly - I love Prime! The description was accurate and my friend is thankful it was available at a better price with fast shipping. His worry of receiving the incorrect book was unfounded. He had considered renting this book for his business communication class but decided that it might serve him well to have it as a reference tool for the future. Oddly enough I still use my business communication book from time to time so it seemed like a reasonable idea. Otherwise, renting would have been an awesome and even more affordable option. This is one of those items that I wouldn't need to buy again, but this experience proved that there are many more AFFORDABLE options available other than the campus bookstore.

This book has your basics: writing persuasive correspondence, writing proposals, writing cover letters, and it even has grammar exercises. My favorite feature of the book is the many examples that it provides. It seems I'm always referring to the following samples: memo, letter, email, and the chart that describes the best medium to use.

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Purchased for class, it got the job done.

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