

Business Communication Today 11th Edition



BOOK DETAILS

- Author : Courtland L. Bovee
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BOOK SYNOPSIS

For Business Communication courses. Cutting-edge communication coverage that prepares students for real business practice. The fields 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 dont reflect their copyright year, training students in practices from 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. "

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