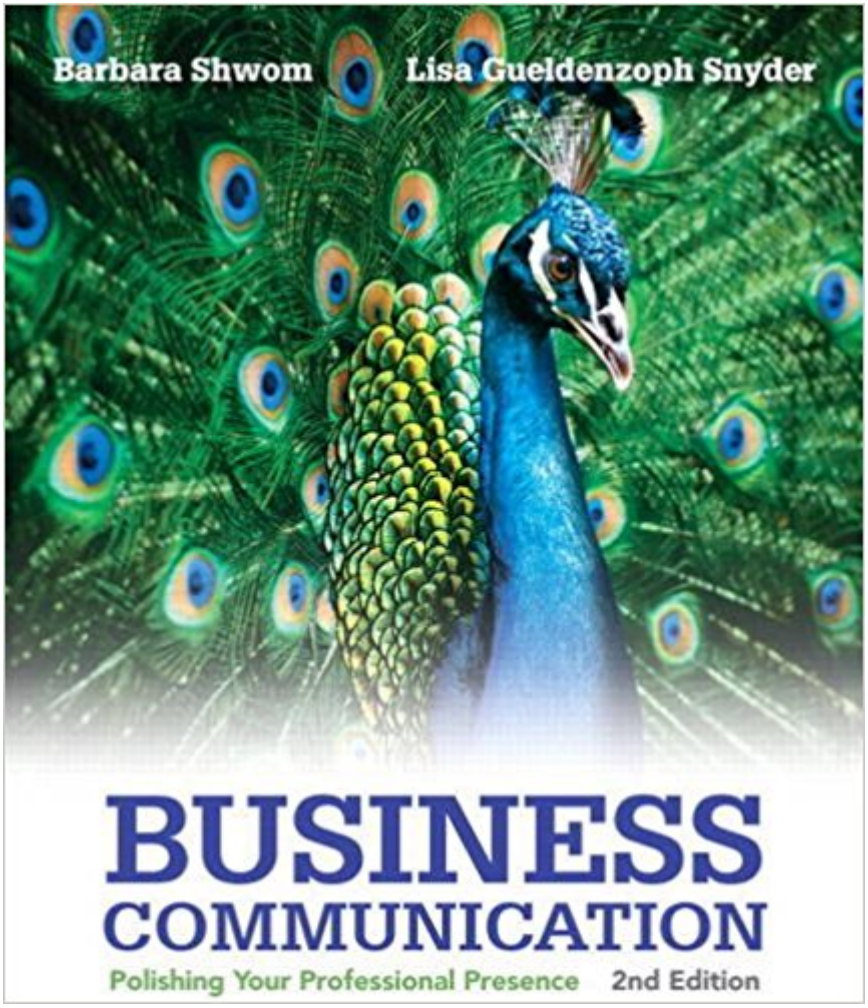
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Business Communication: Polishing Your Professional Presence (2nd Edition)



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Customer Reviews

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.

Got this as a rental for a class. It was in better shape than I thought an Rental would be. Anyone over 30 is going to know (or should at least) most of what's in this. It's 75% common sense and 24% proper formatting. It's that last 25% though that make it worth having. Plus the terms in it might not be what folks are used to, so don't try to get by in the class without a copy. The Resume information will probably be obsolete in a year. Resume Formatting trends change constantly.Rent it, don't buy it.... Unless you have trouble remembering the different formats and will need them to do a lot of business writing.

Purchased for class, it got the job done.

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